AUDIENCE RESEARCH INSTITUTE

FOURTH AUDIT OF MARQUEE VALUES

NOVEMBER 1940

The following pages present the results of our Fourth Audit of Marquee Values, for November 1940.

For the first time, we are able to plot graphically the *trend* of each player's popularity over a period of months. Hereafter we shall report all Audits in these terms.

It is our belief that this graphic presentation of the Audit enormously increases its usefulness. A single Audit can only reflect the *current* standing of the various players. While this information is obviously valuable, the standing of the individual players in a single Audit must necessarily be influenced to some extent by temporary factors, such as the popularity of the most recent vehicle and the publicity attendant on it. Although we iron out such factors by gathering the data for each Audit over a period of weeks, we cannot eliminate them entirely.

On the other hand, when it becomes possible to chart the course of a player's popularity over a period of months, the influence of temporary factors is placed in its proper perspective. Further, *the charts provide a factual basis for estimating the probable future course of a star's popularity,* and for prescribing a course of action to influence it.

We do not mean to say that these trend lines can yet be safely projected into the future. As our work progresses, we may be able to say which can, and which cannot. But even now, some interesting questions are raised by superimposing the charts of certain pairs of players and holding them up against a strong light for comparison. For example, if you superimpose the chart of Ann Sheridan over that of Ginger Rogers, it appears possible that in six months Miss Sheridan's power to sell tickets will equal or exceed that of Miss Rogers. A similar conclusion is suggested by superimposing the charts of Ray Milland and Robert Montgomery, of Wayne Morris and Fred MacMurray.

In studying the charts, the following considerations should be kept in mind:

(1) A consistent and marked decline in marquee value may mean that the player is obsolescent. But it may also be caused by two other factors, both of which can be remedied: (A) Unsuitable vehicles, in which case the downward trend can probably be arrested by a change in the type of vehicle. (B) Prolonged absence from the screen—as in the case of Garbo, Leslie Howard, Donat, Niven. In such cases it is possible that only one picture would be necessary to restore the player's former marquee value. No satisfactory procedure has yet been evolved for predicting the probability of such come-backs.

(2) There are some players whose popularity fluctuates sharply from Audit to Audit. In these cases it would appear that the player is more than normally dependent on vehicle.

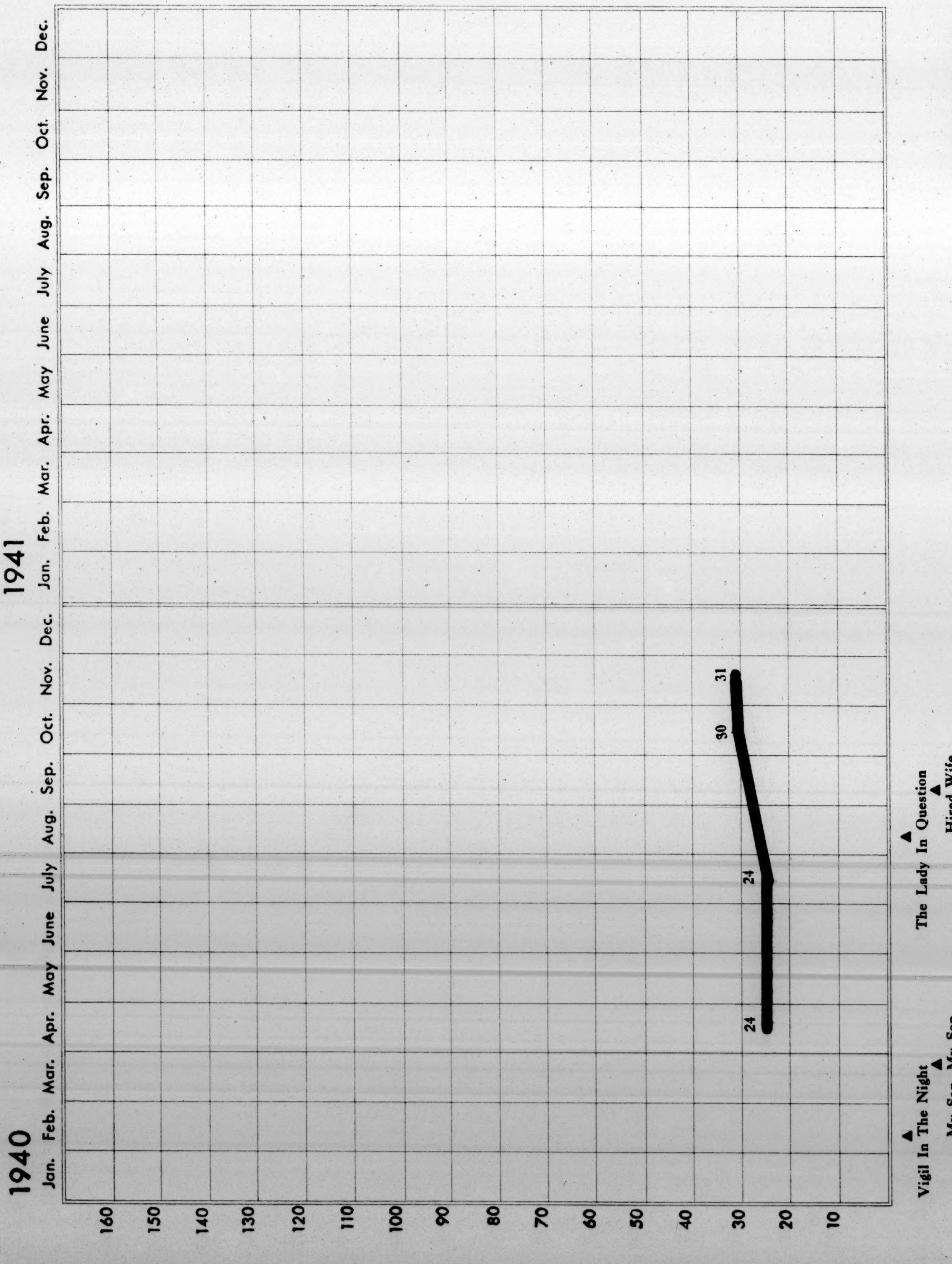
(3) Some players have remained almost constant in all four Audits, in spite of vehicles which would normally be expected to increase their marquee value—a notable case being Joel McCrea.

(4) Other things being equal, it would seem to be good business for RKO Radio Pictures, Inc., to seek personalities on the way up, particularly in those cases where the market price has not yet caught up with the rising marquee value; and to avoid personalities on the way down, particularly in those cases where the price has not yet been adjusted downwards.

Princeton, November 1940

NOTE

THE DOLLAR INDEX HAS BEEN REMOVED



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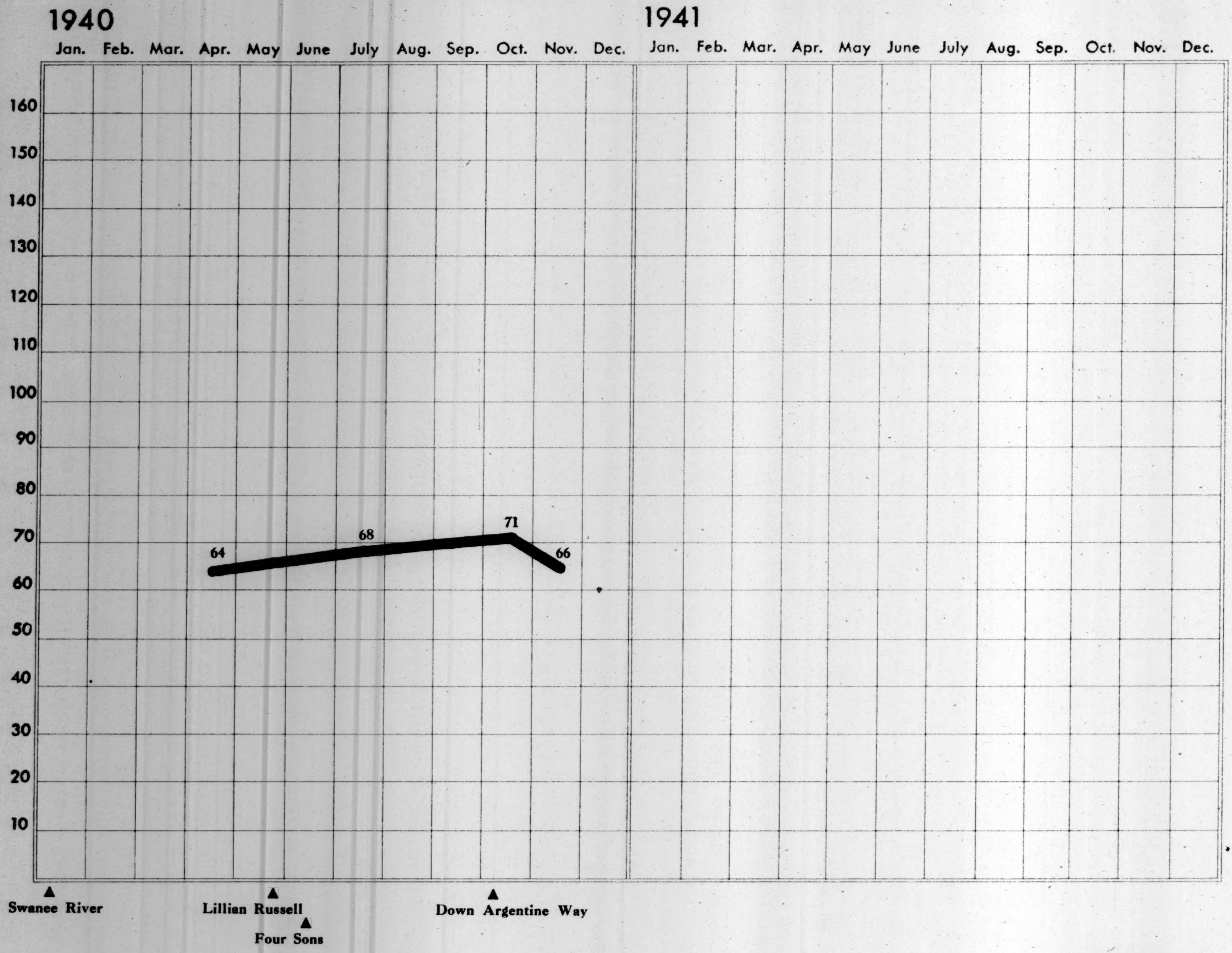
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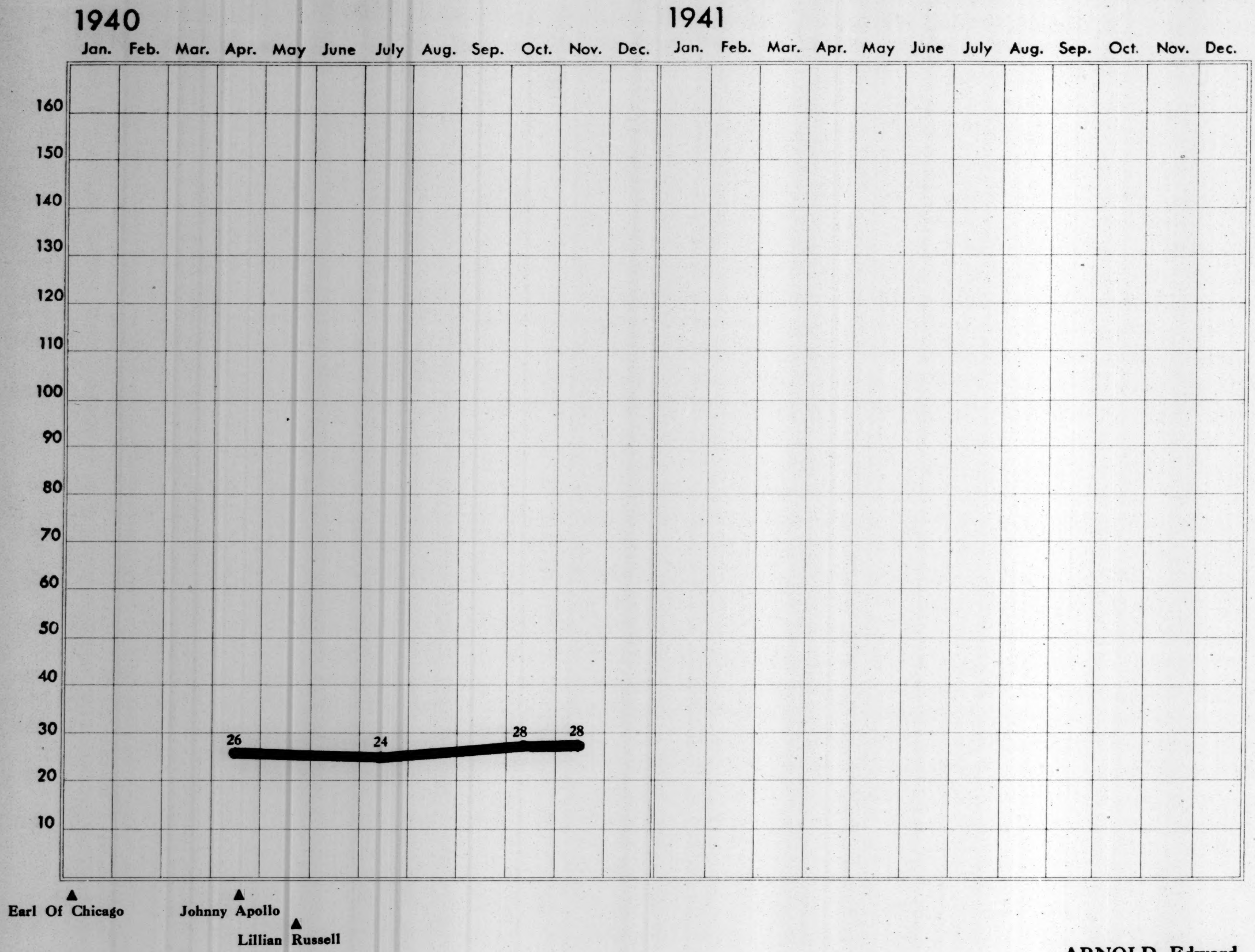
▲ Swanee River
▲ Lillian Russell
▲ Four Sons
▲ Down Argentine Way

AMECHE, Don



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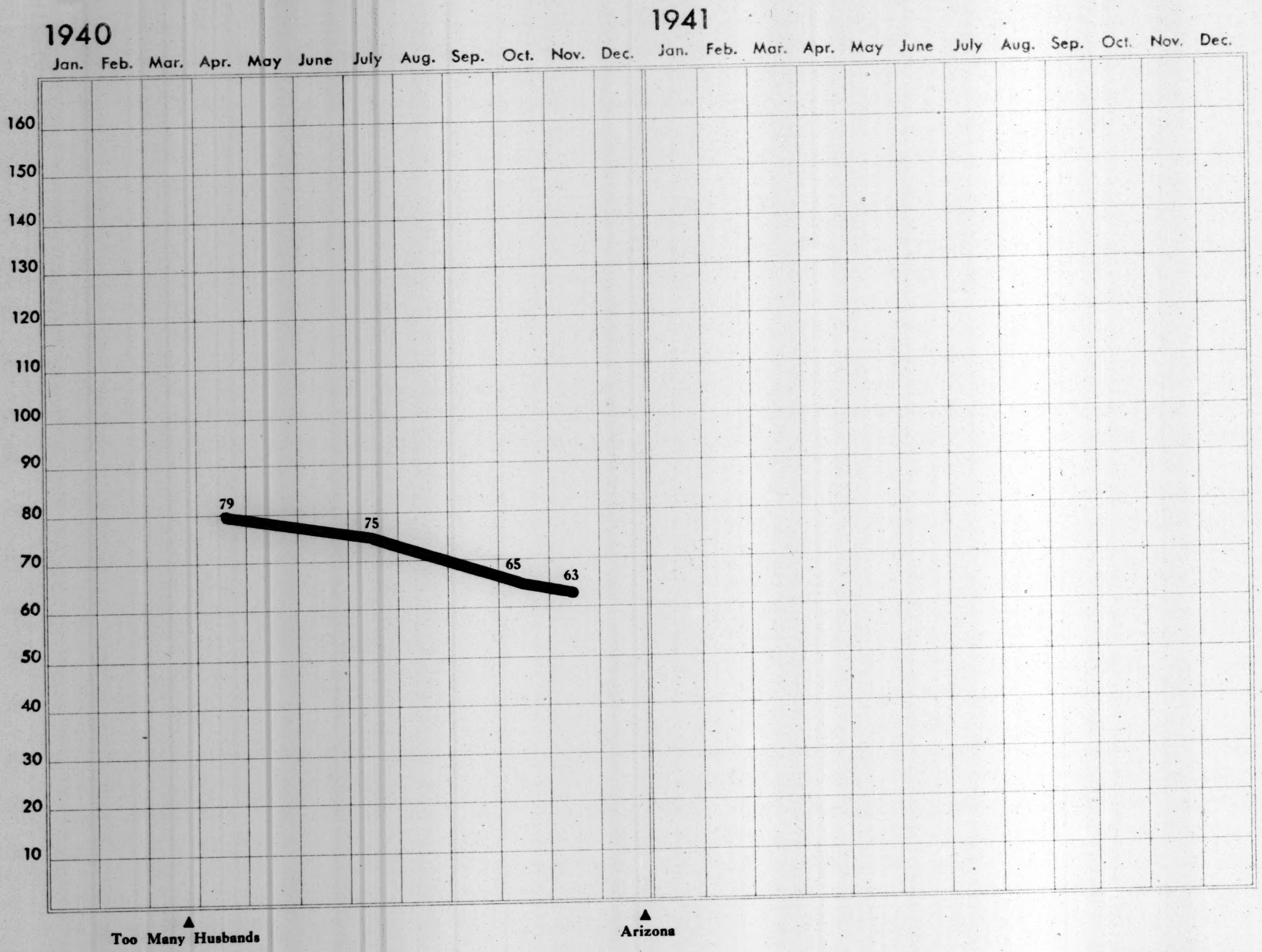
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Too Many Husbands
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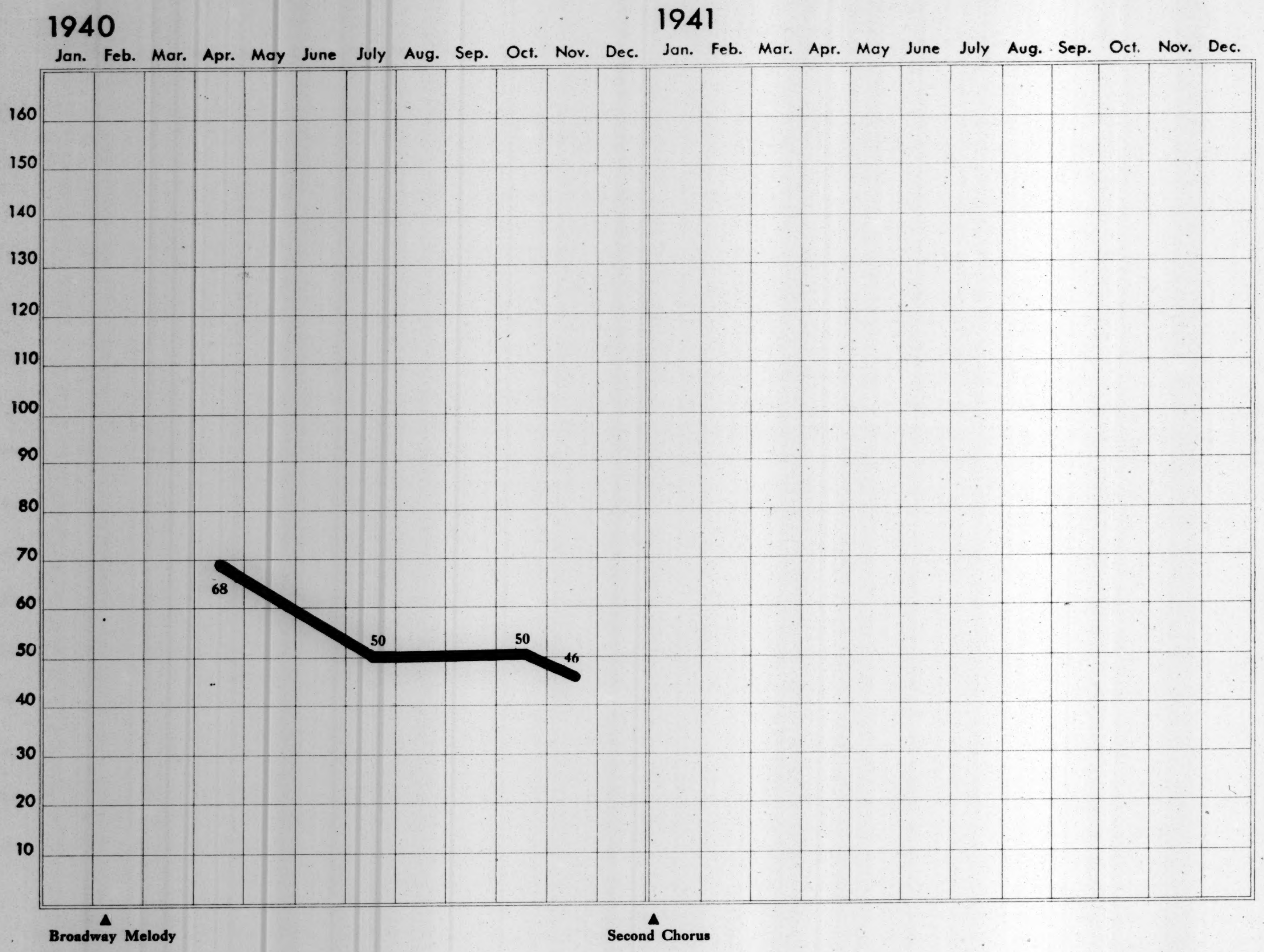

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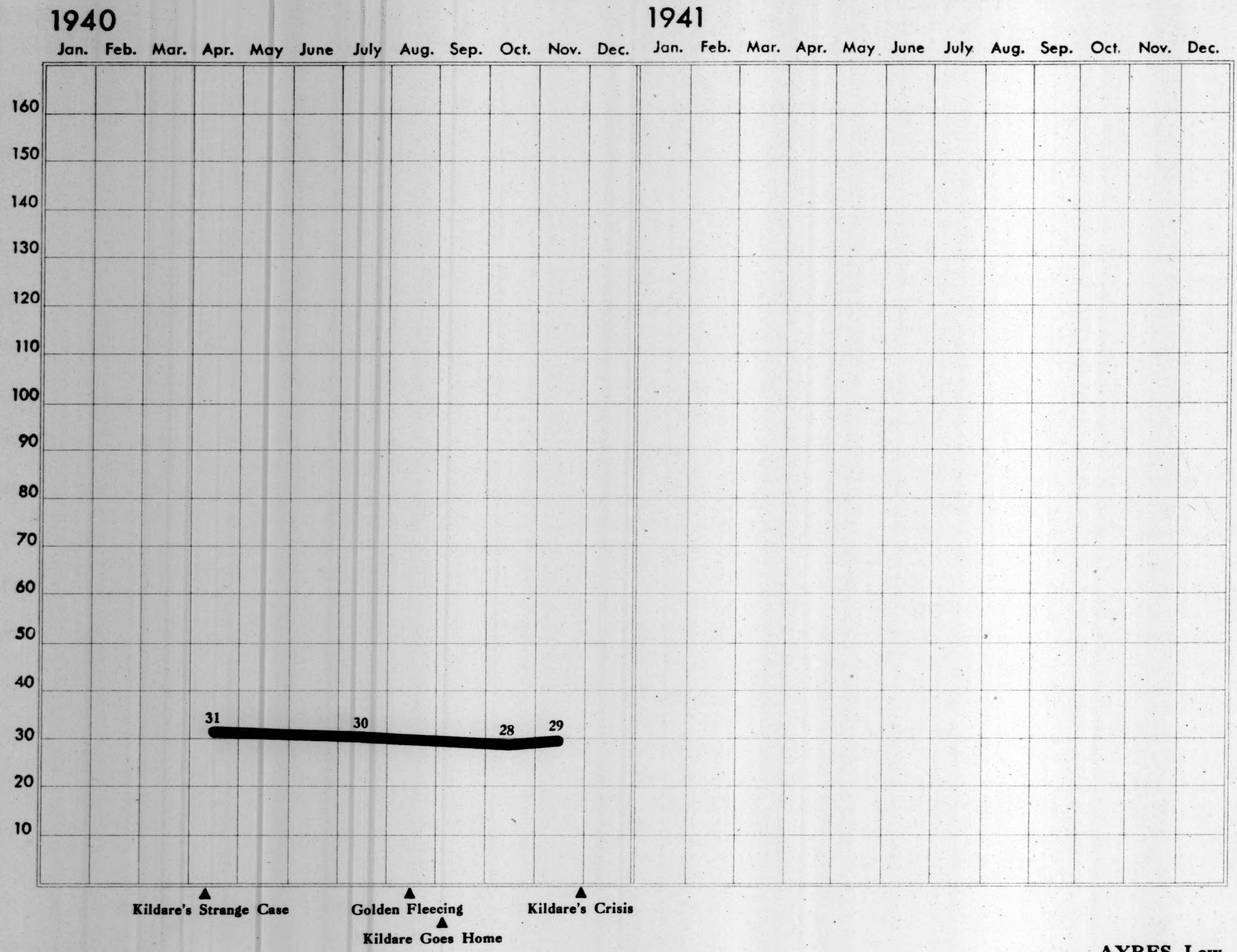
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Kildare's Strange Case
Golden Fleecing
Kildare Goes Home
Kildare's Crisis

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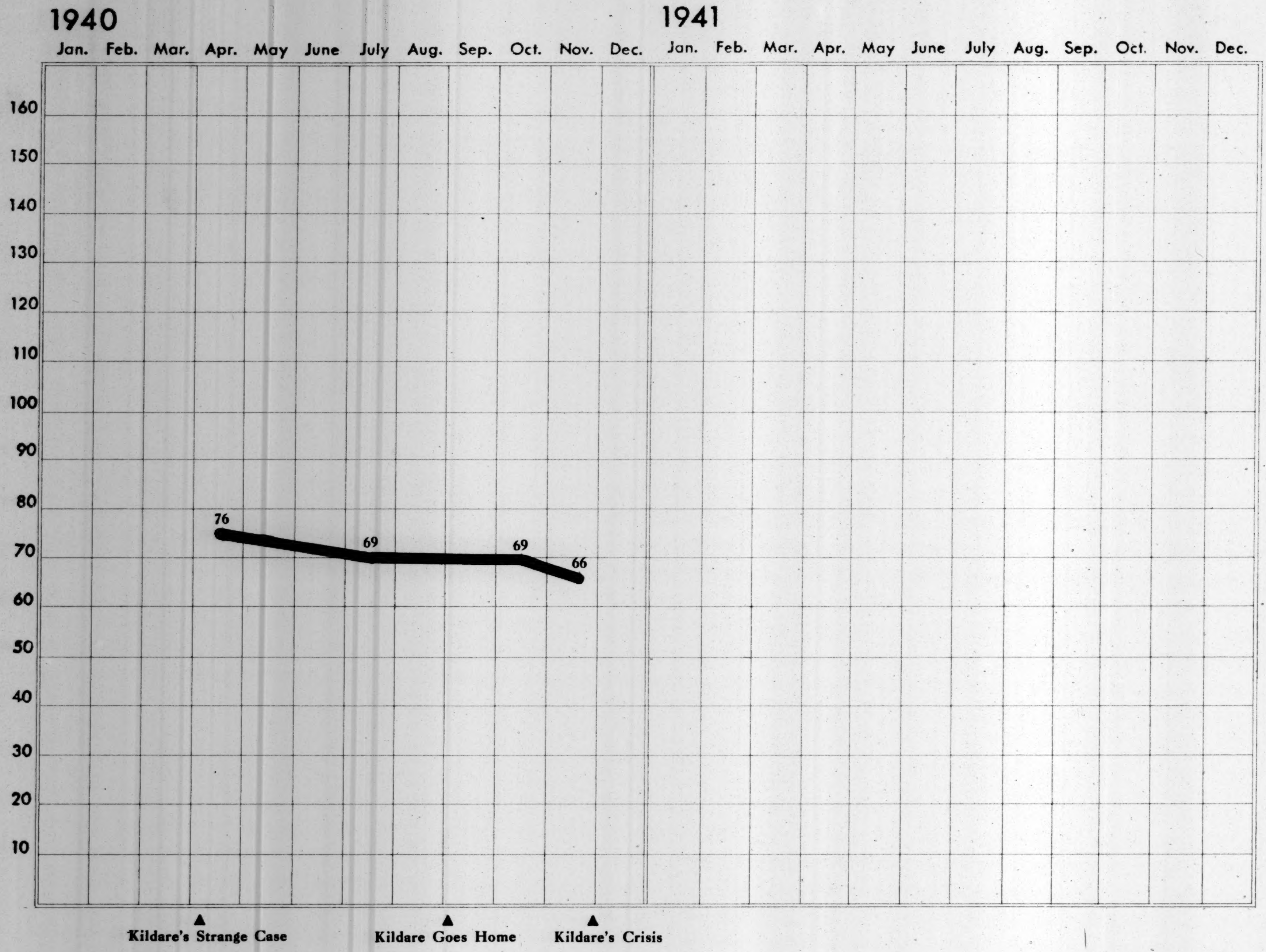

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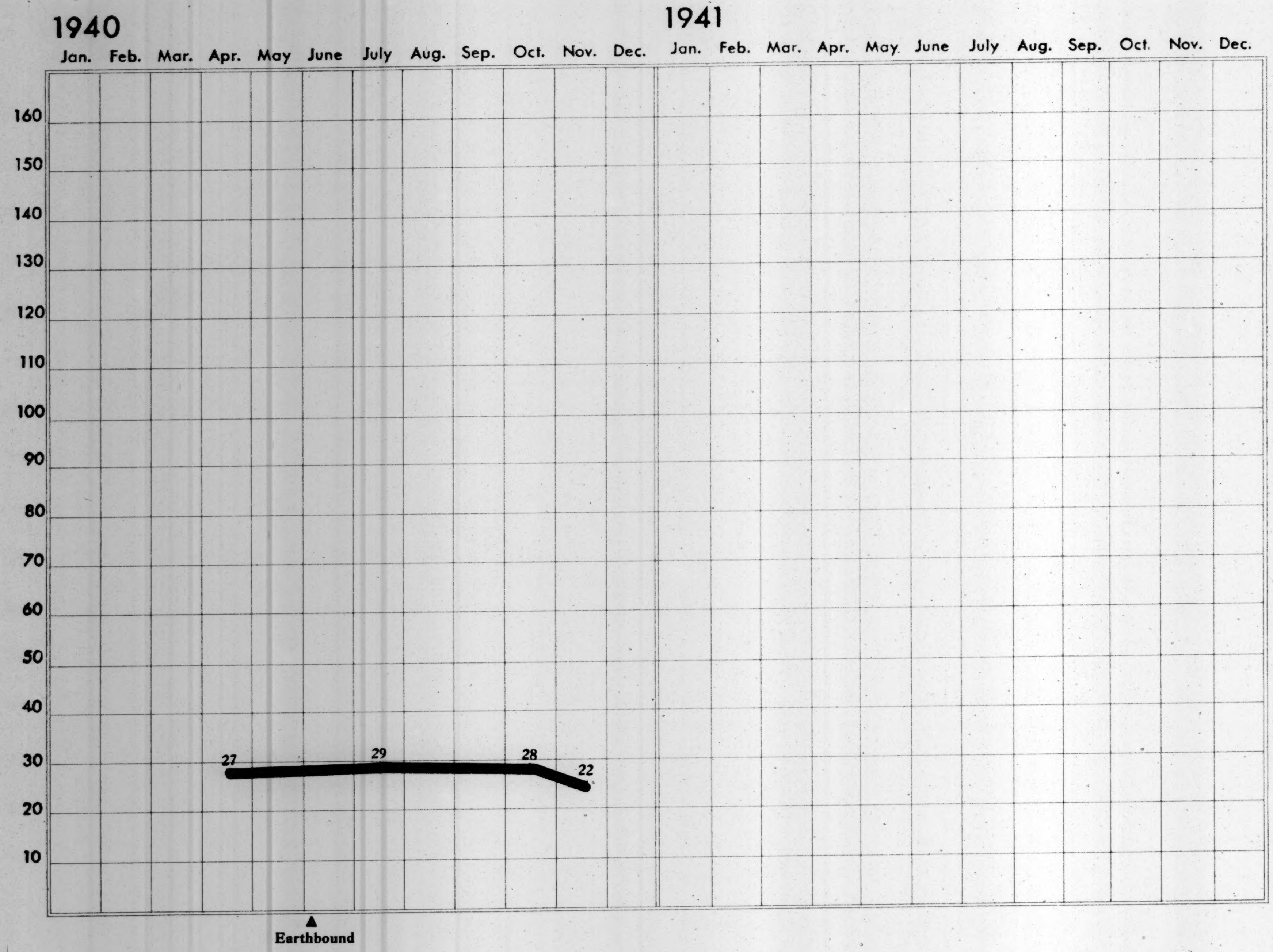

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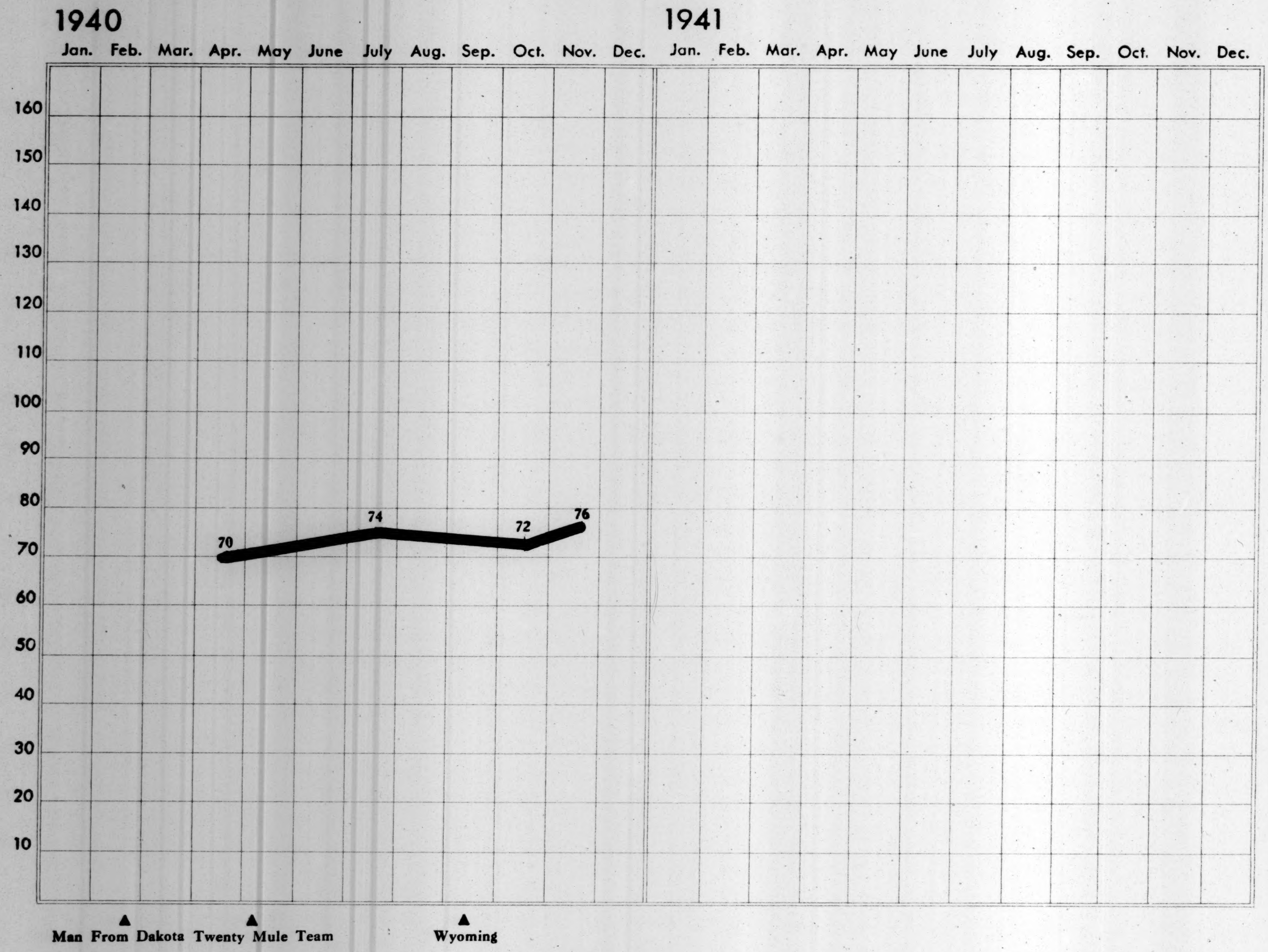

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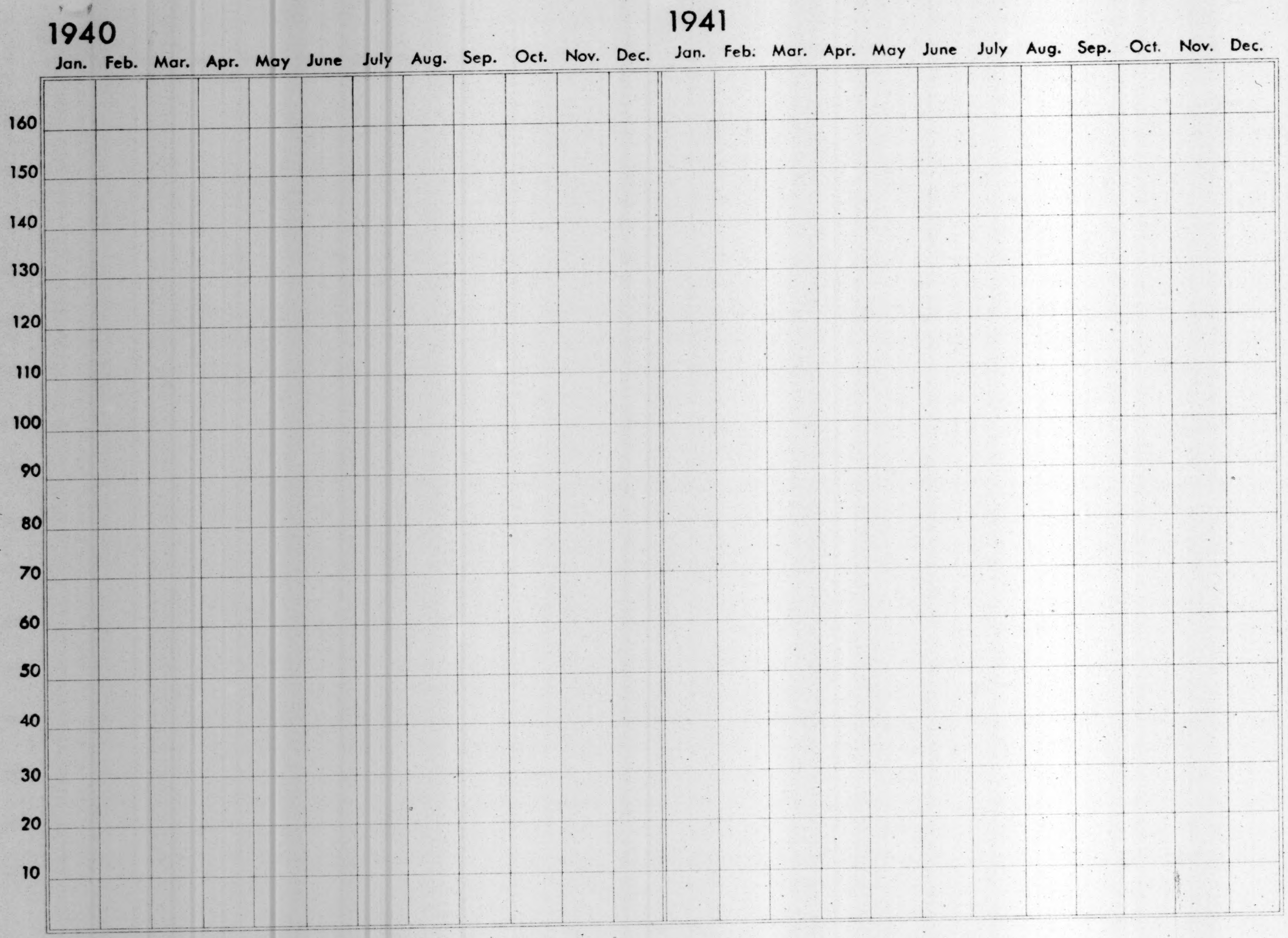

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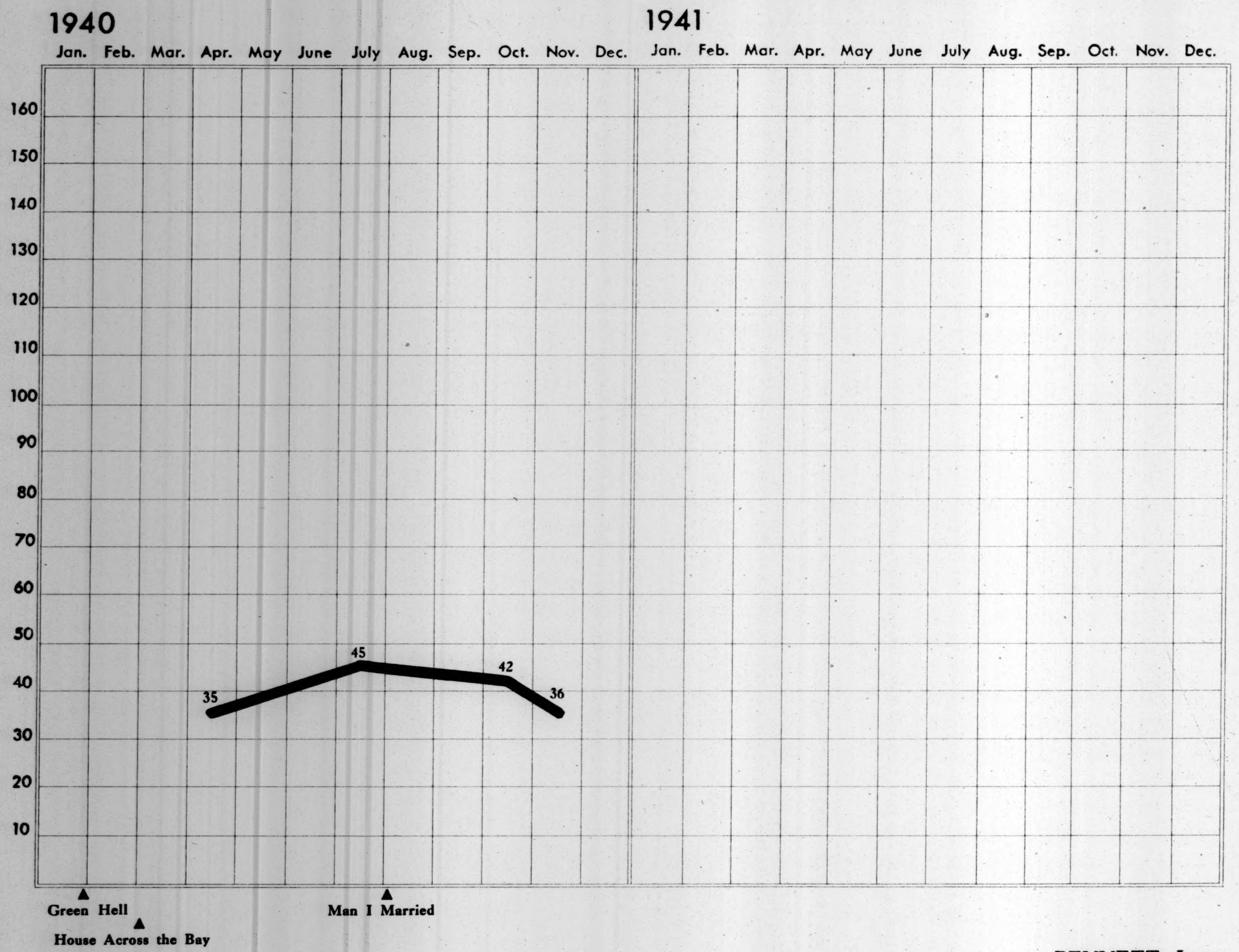

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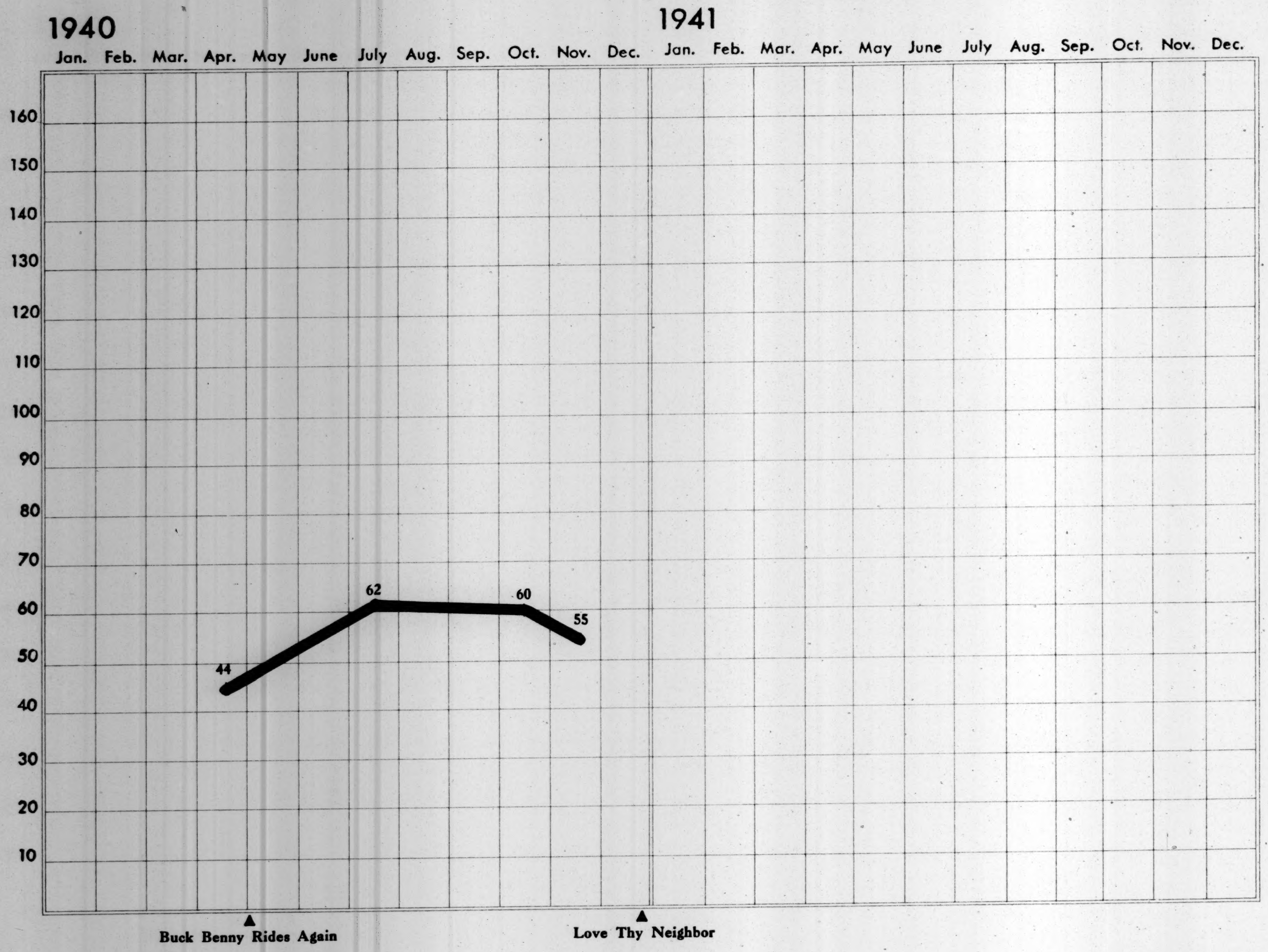
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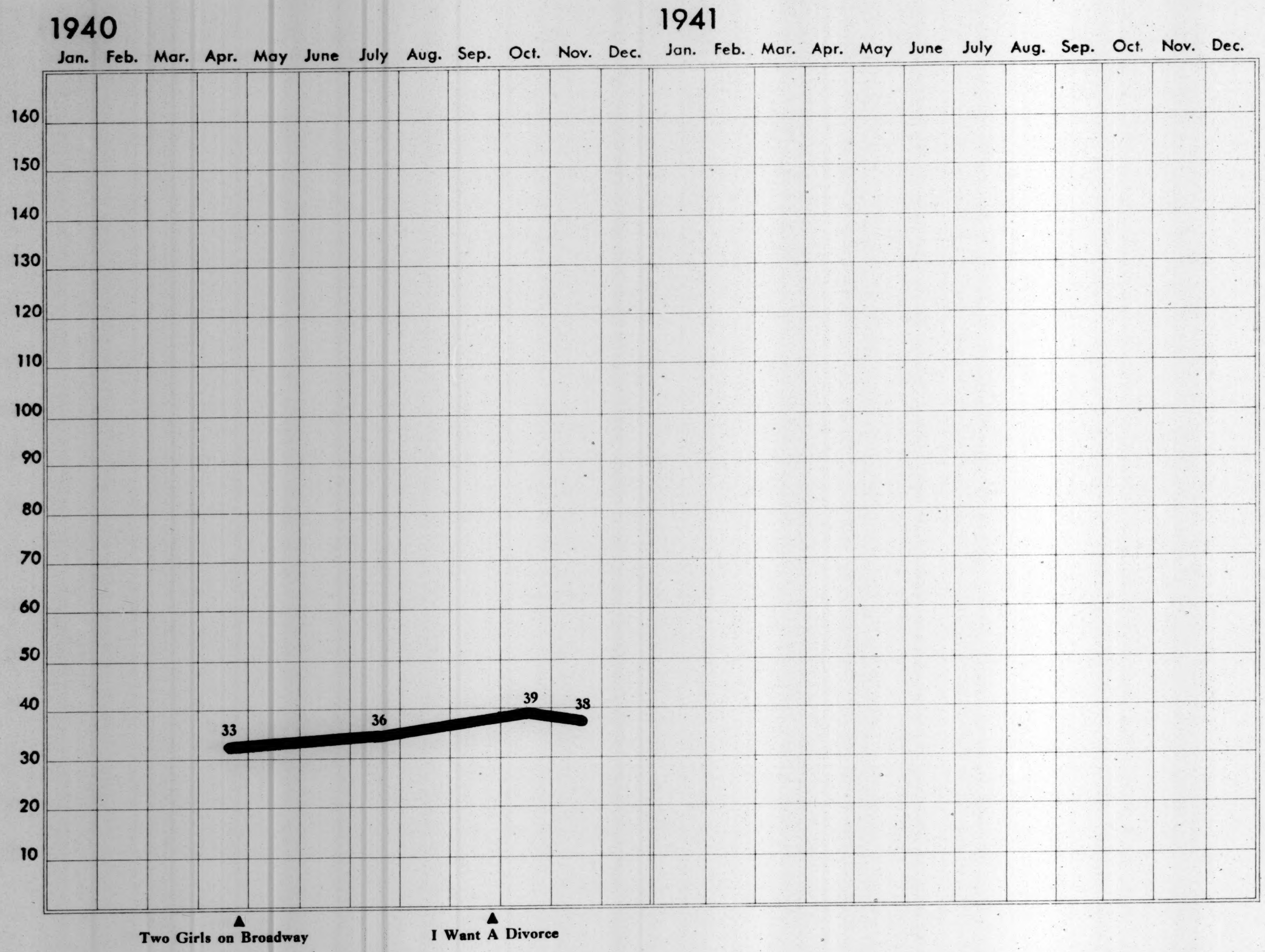
Buck Benny Rides Again
Love Thy Neighbor

BENNY, Jack



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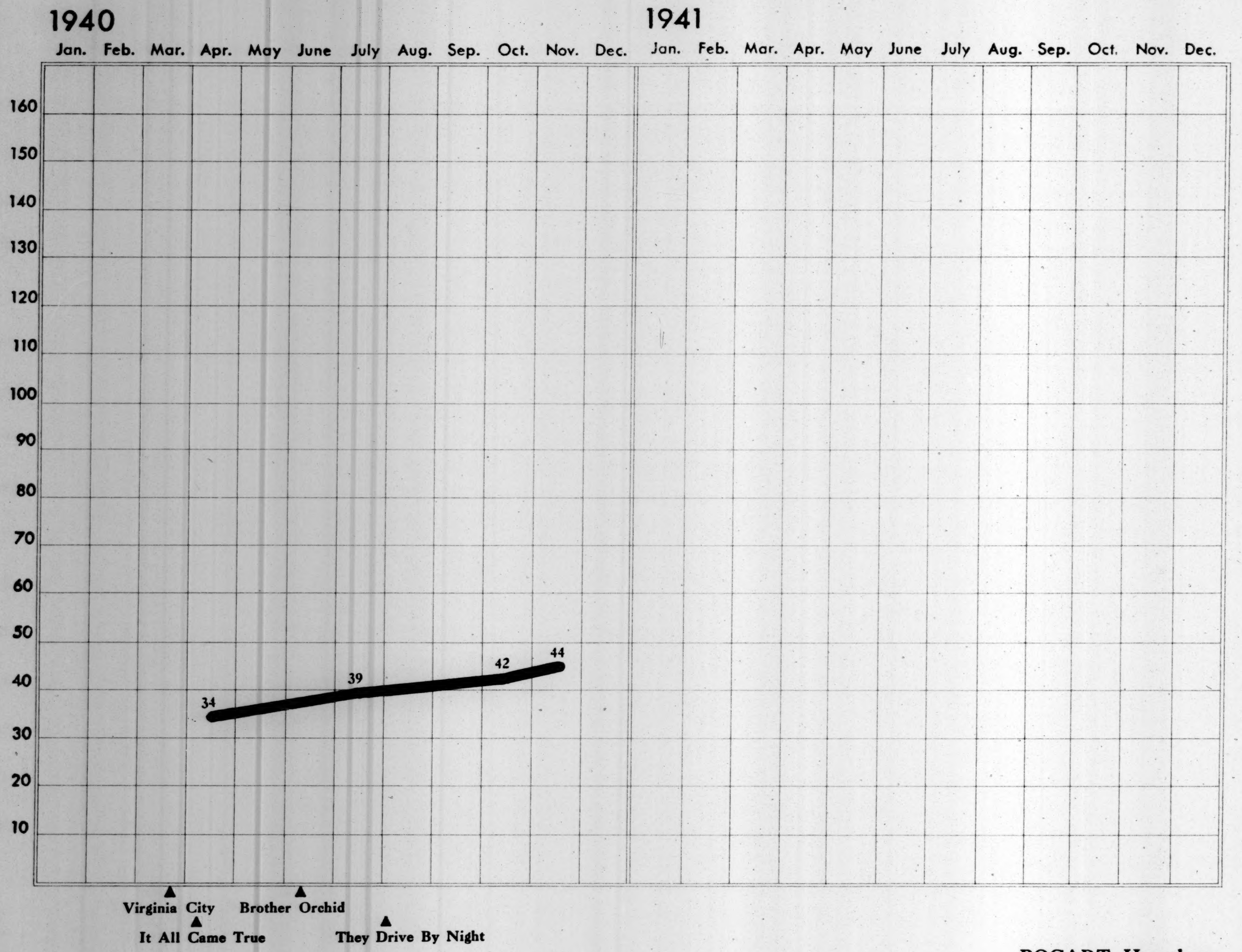

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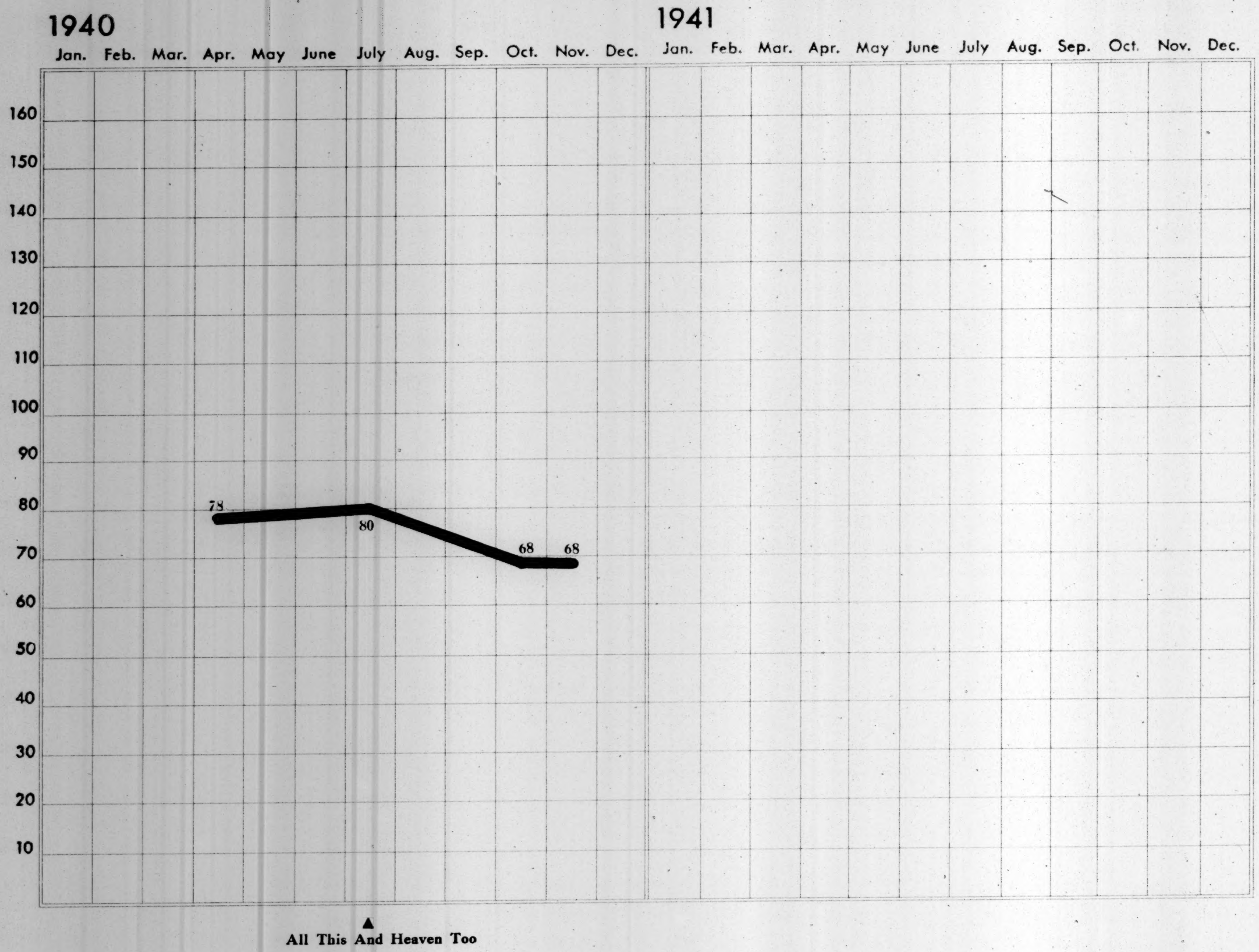

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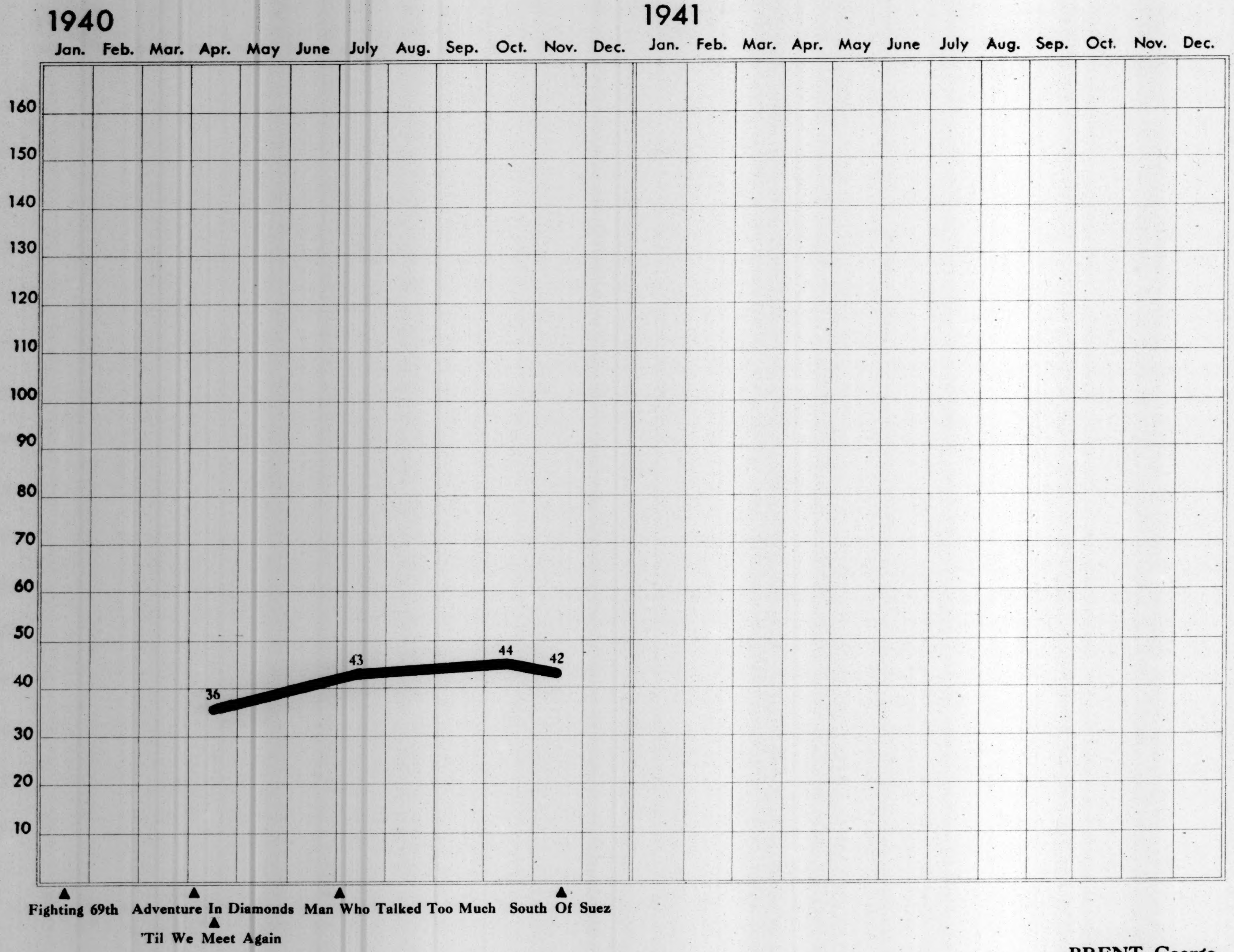

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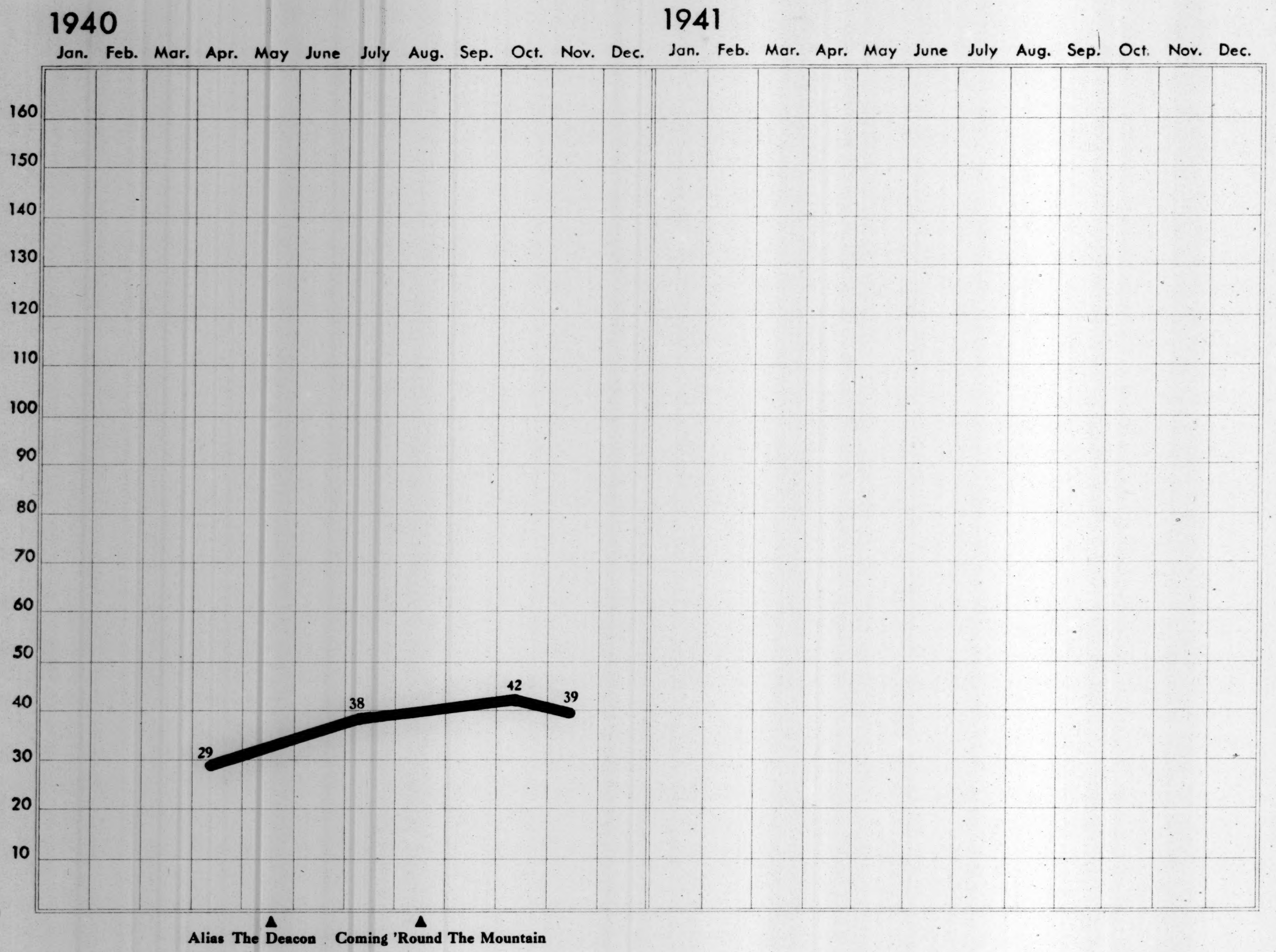
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Alias The Deacon
Coming 'Round The Mountain

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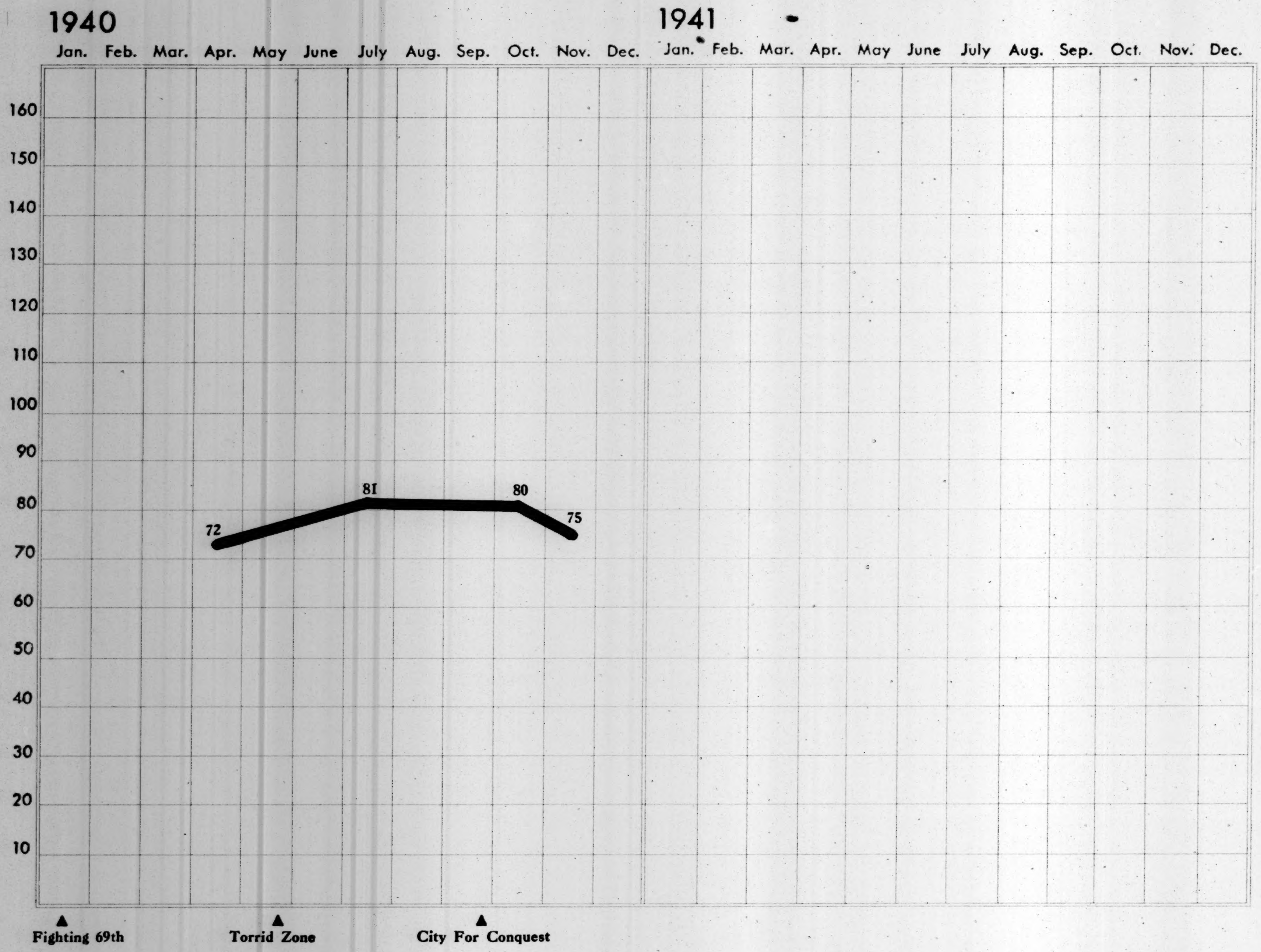

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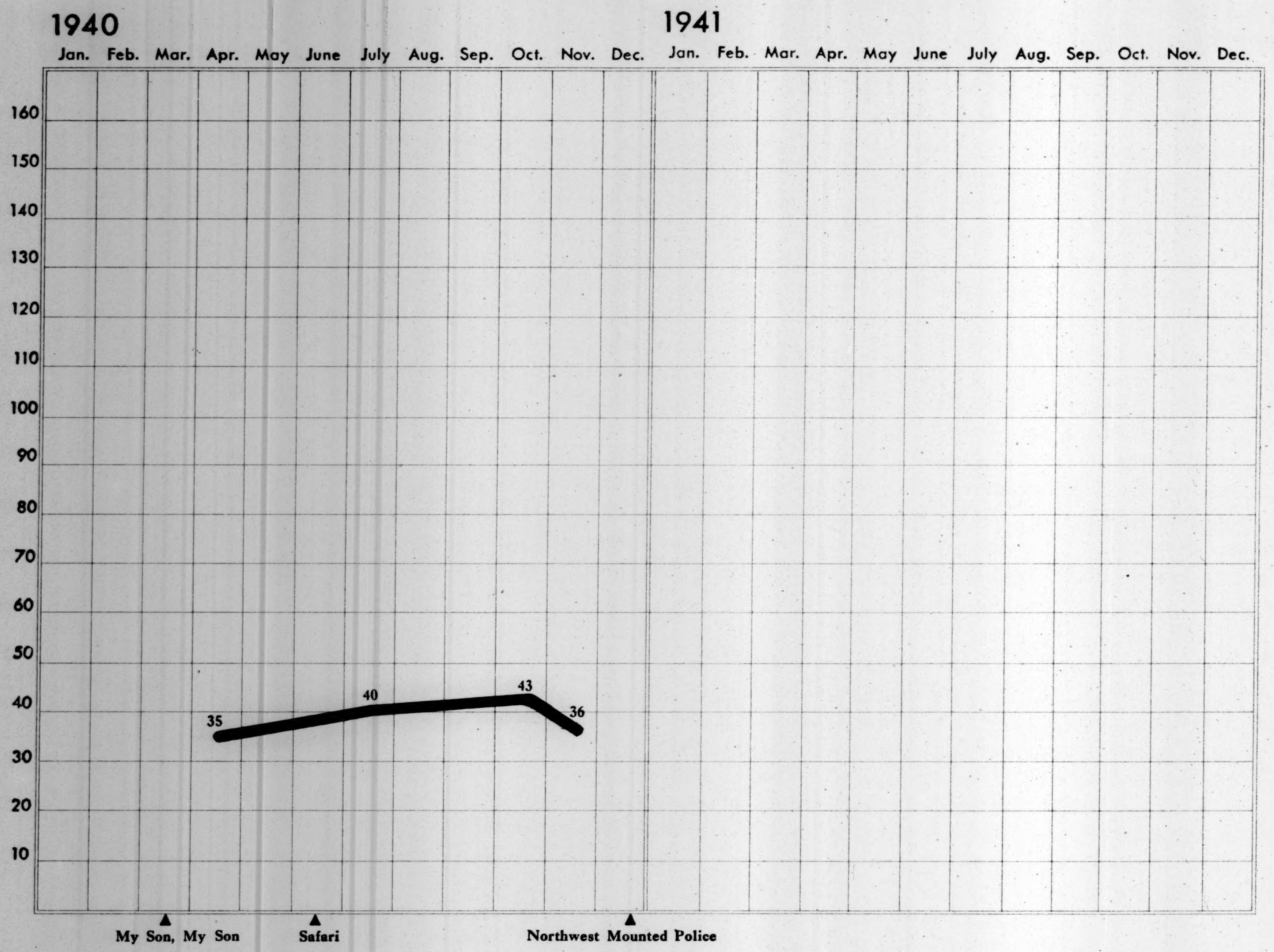

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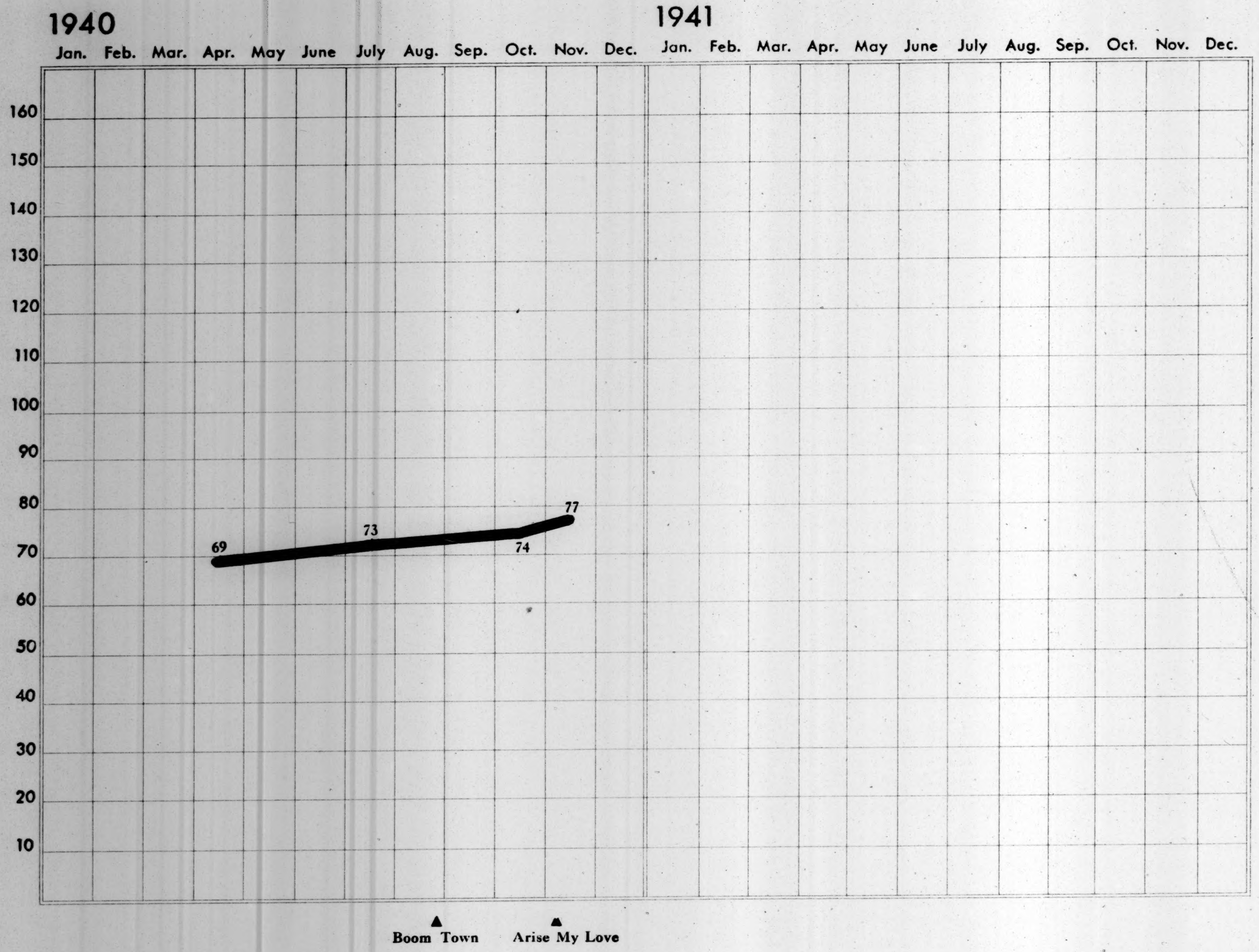

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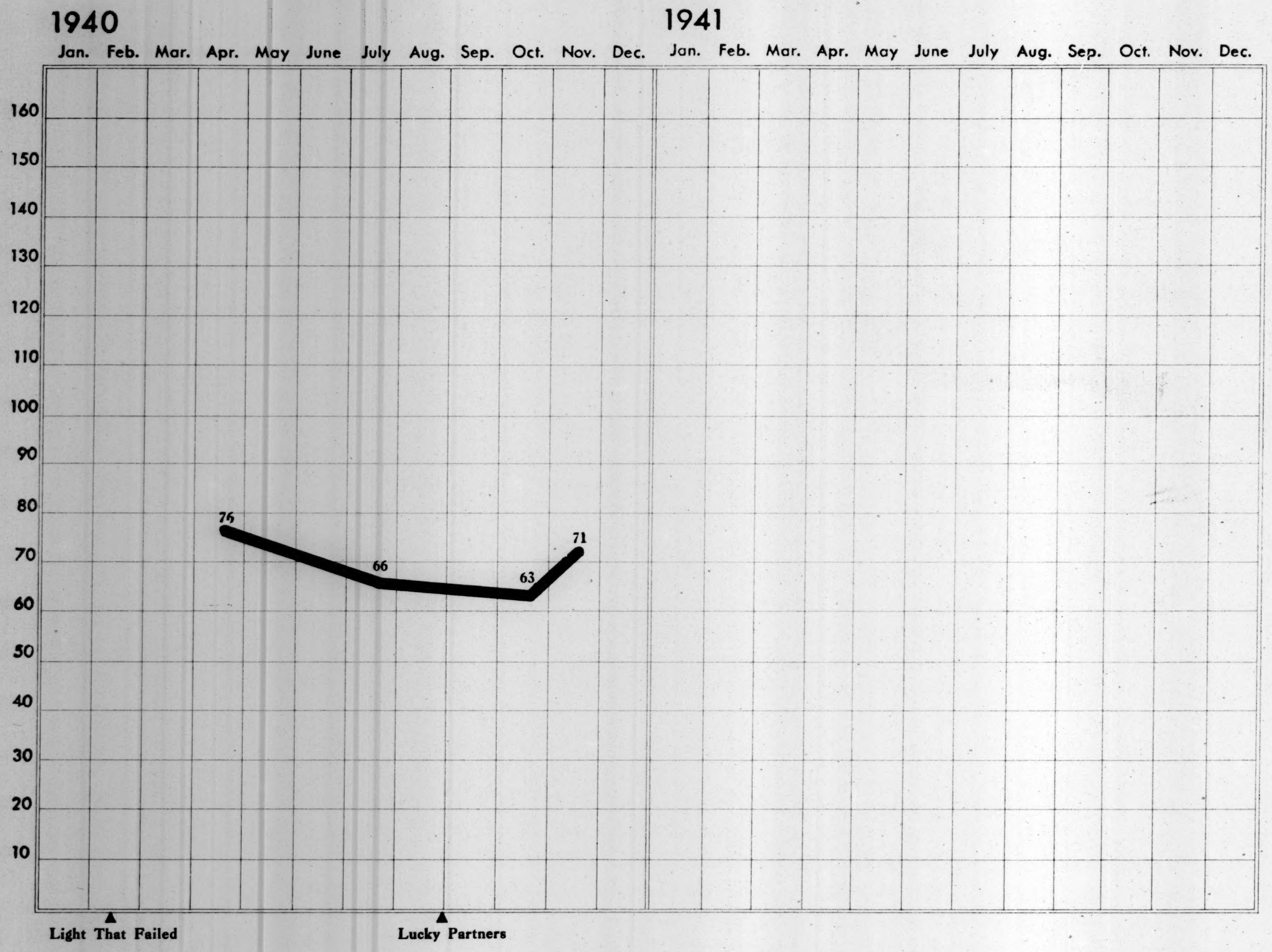

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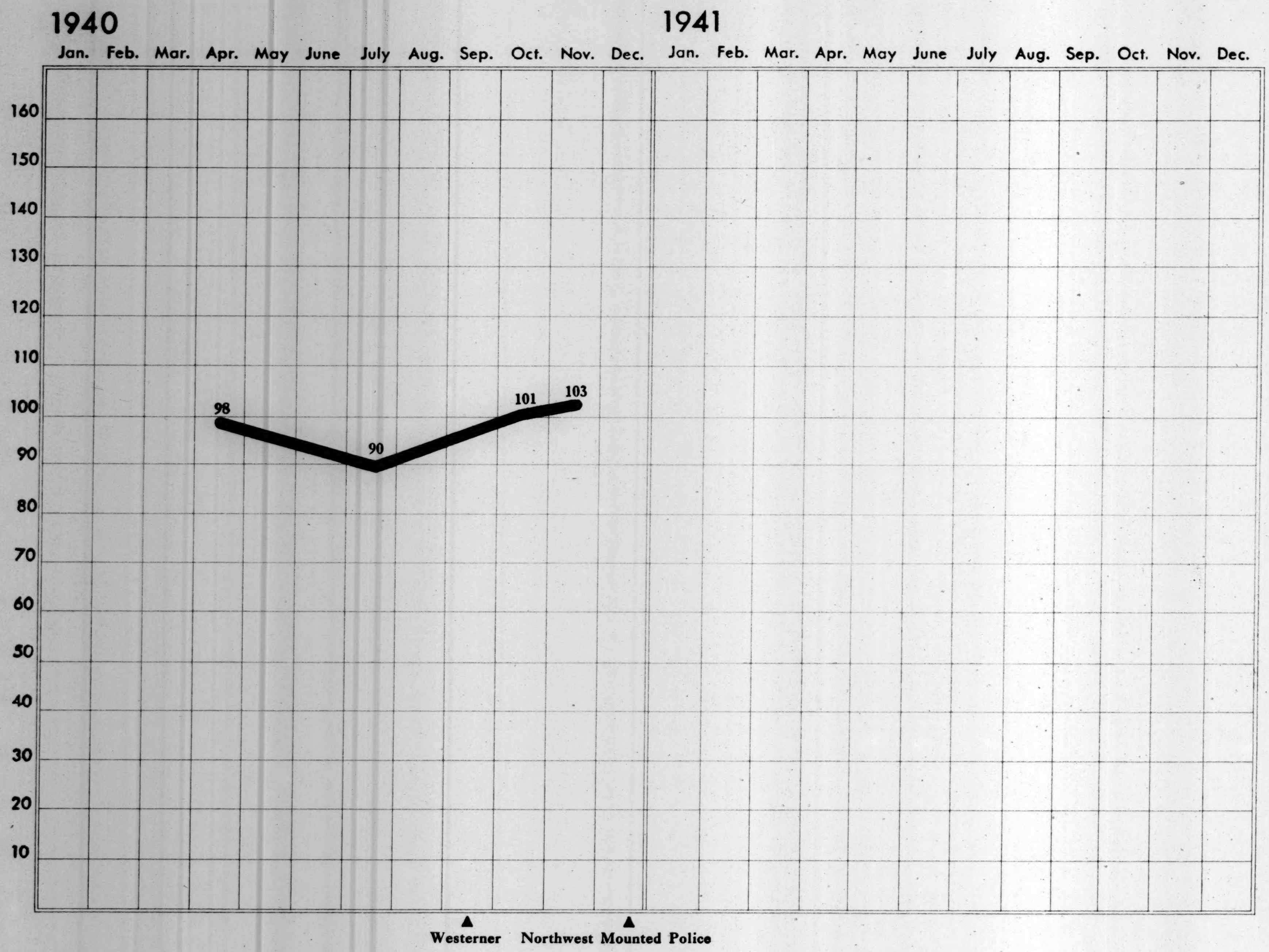
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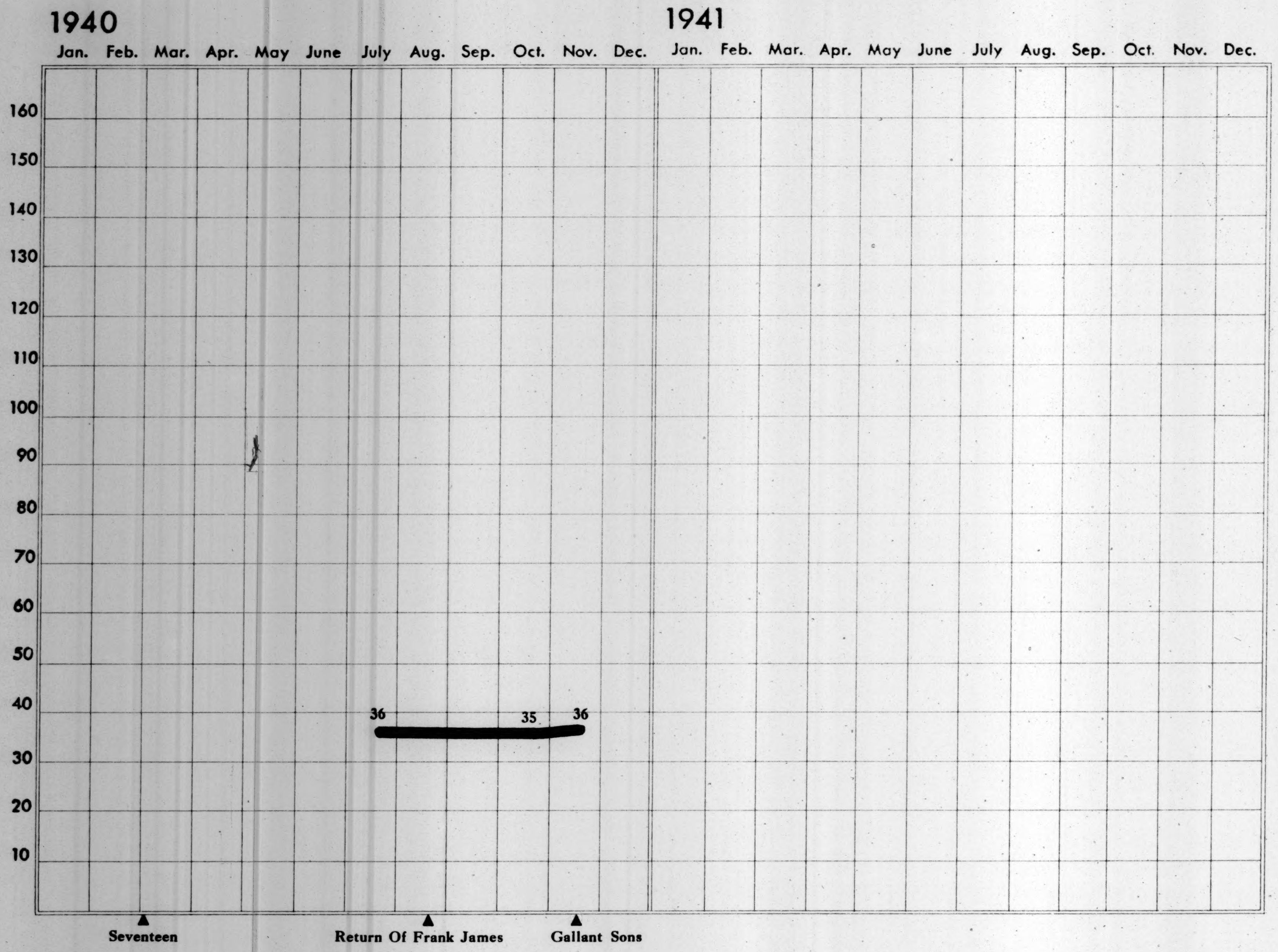
▲ Westerner
▲ Northwest Mounted Police

COOPER, Gary



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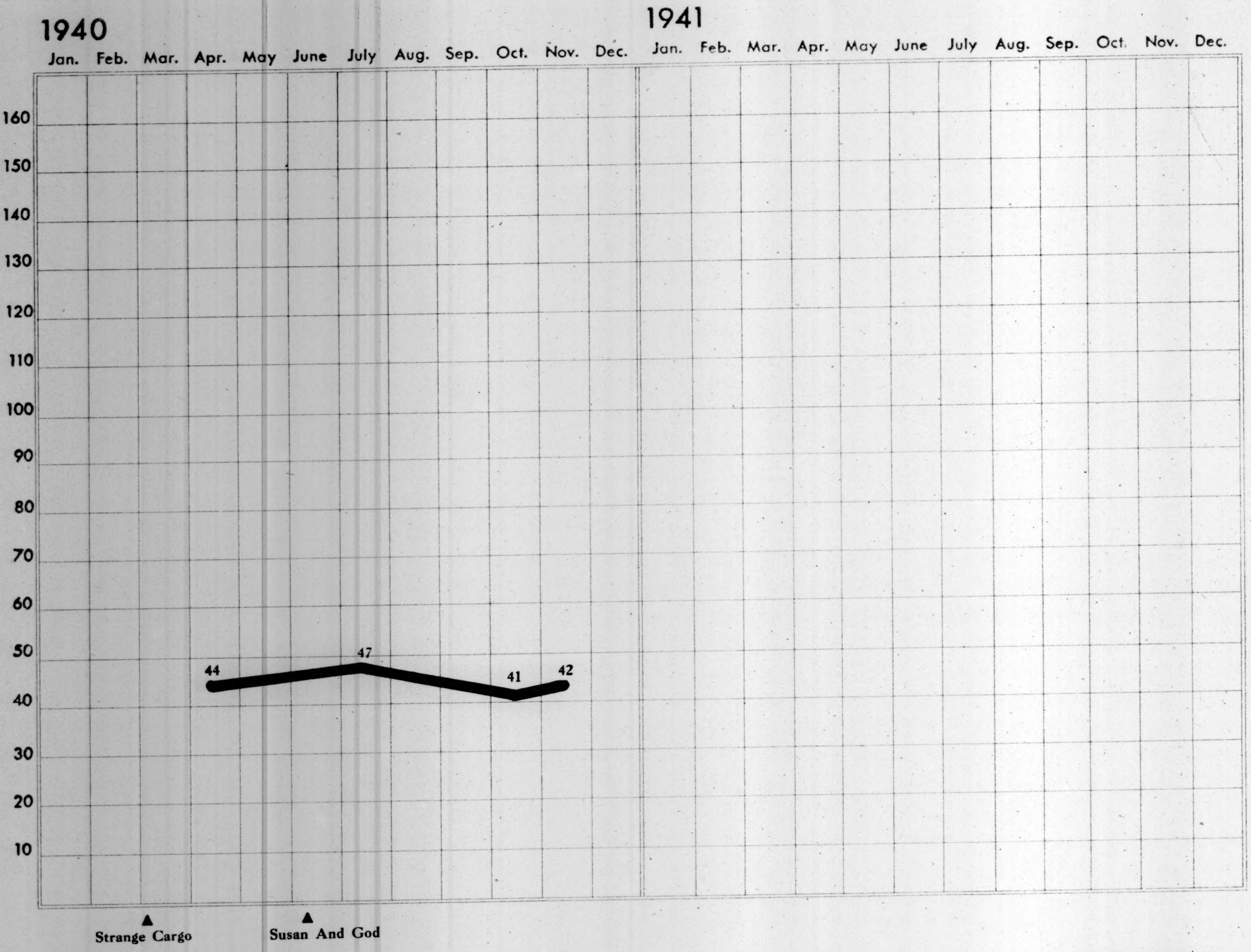

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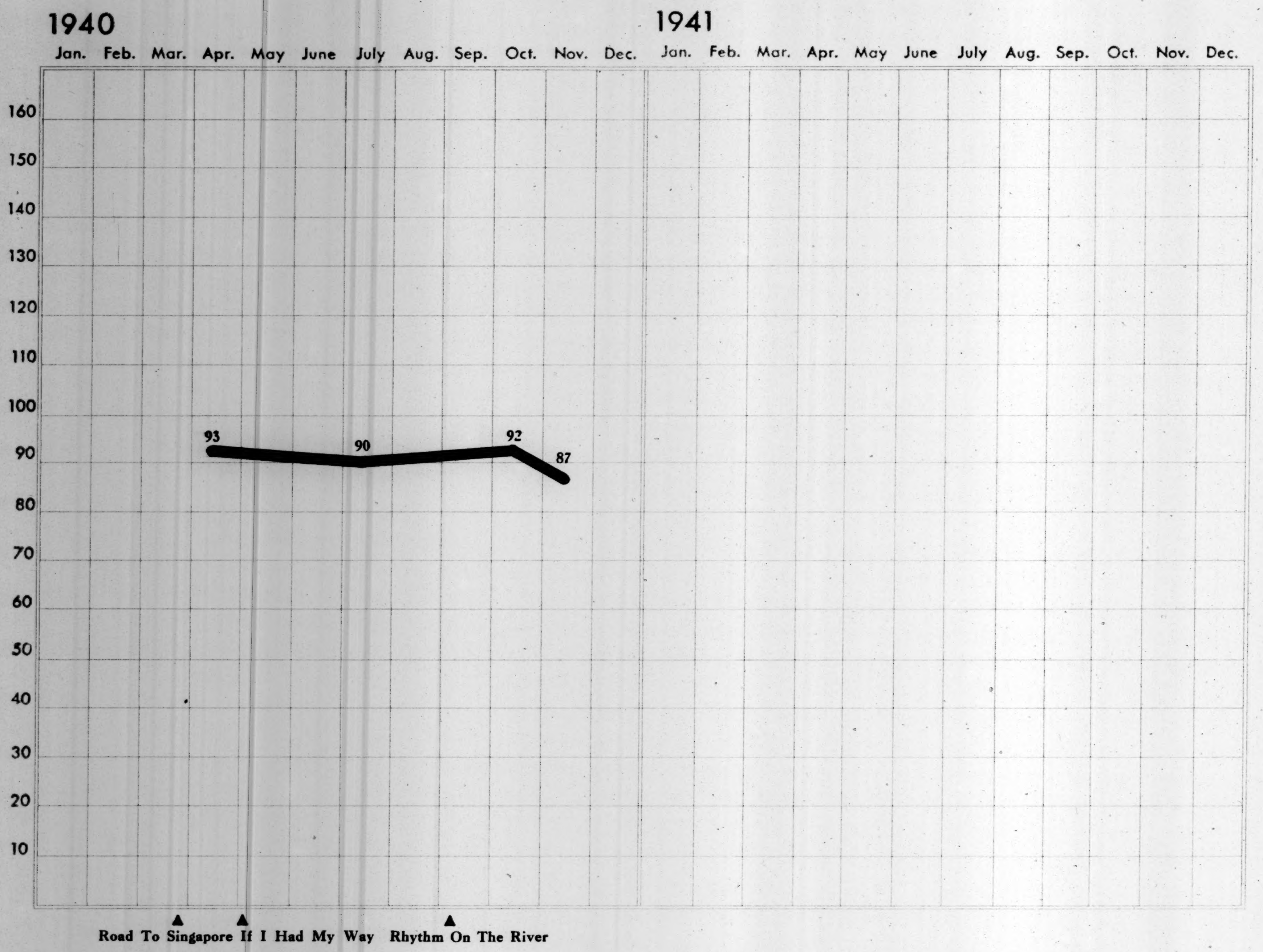
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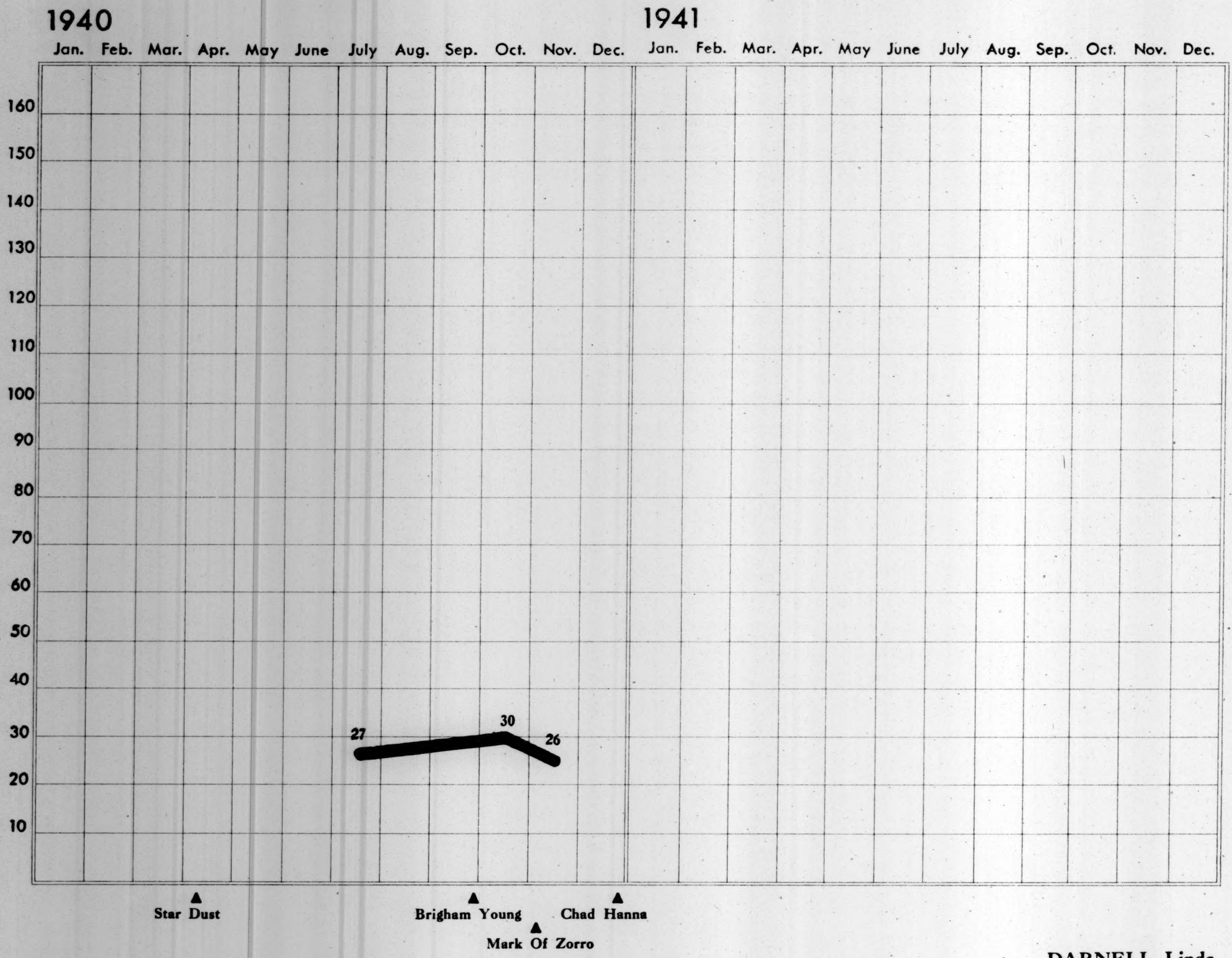
Road To Singapore
If I Had My Way
Rhythm On The River

CROSBY, Bing



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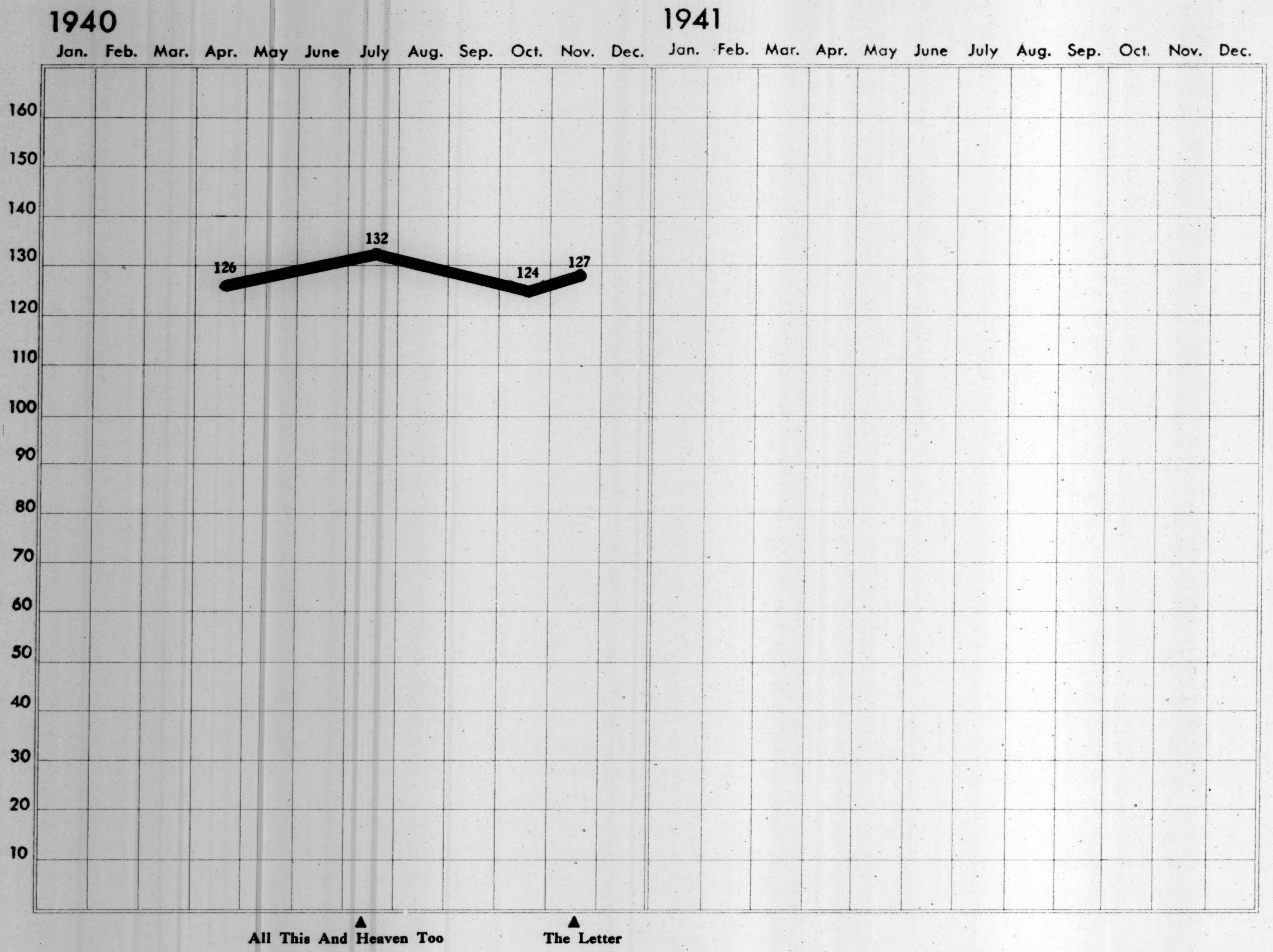
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All This And Heaven Too
The Letter

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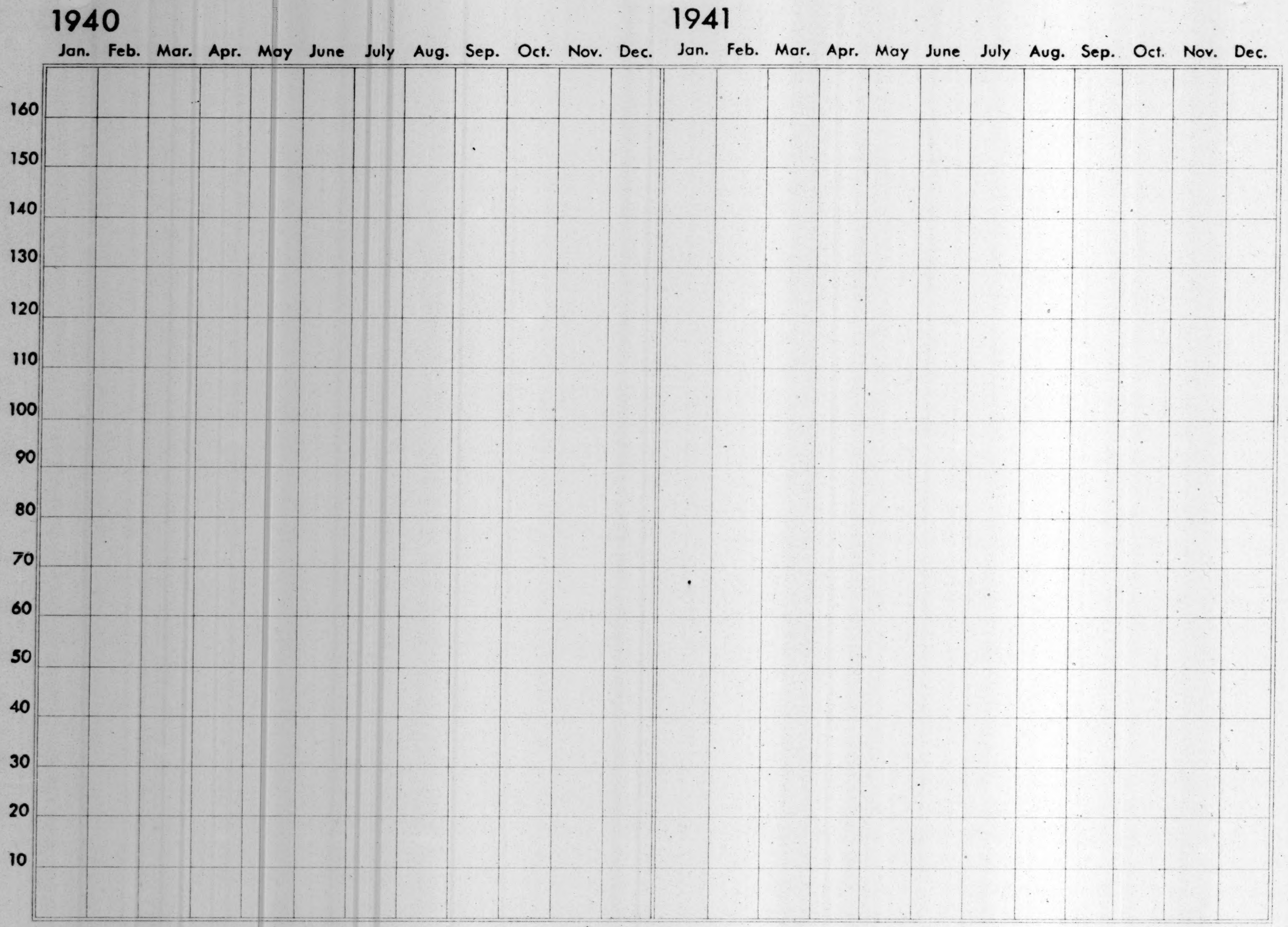

Kildare's Crisis

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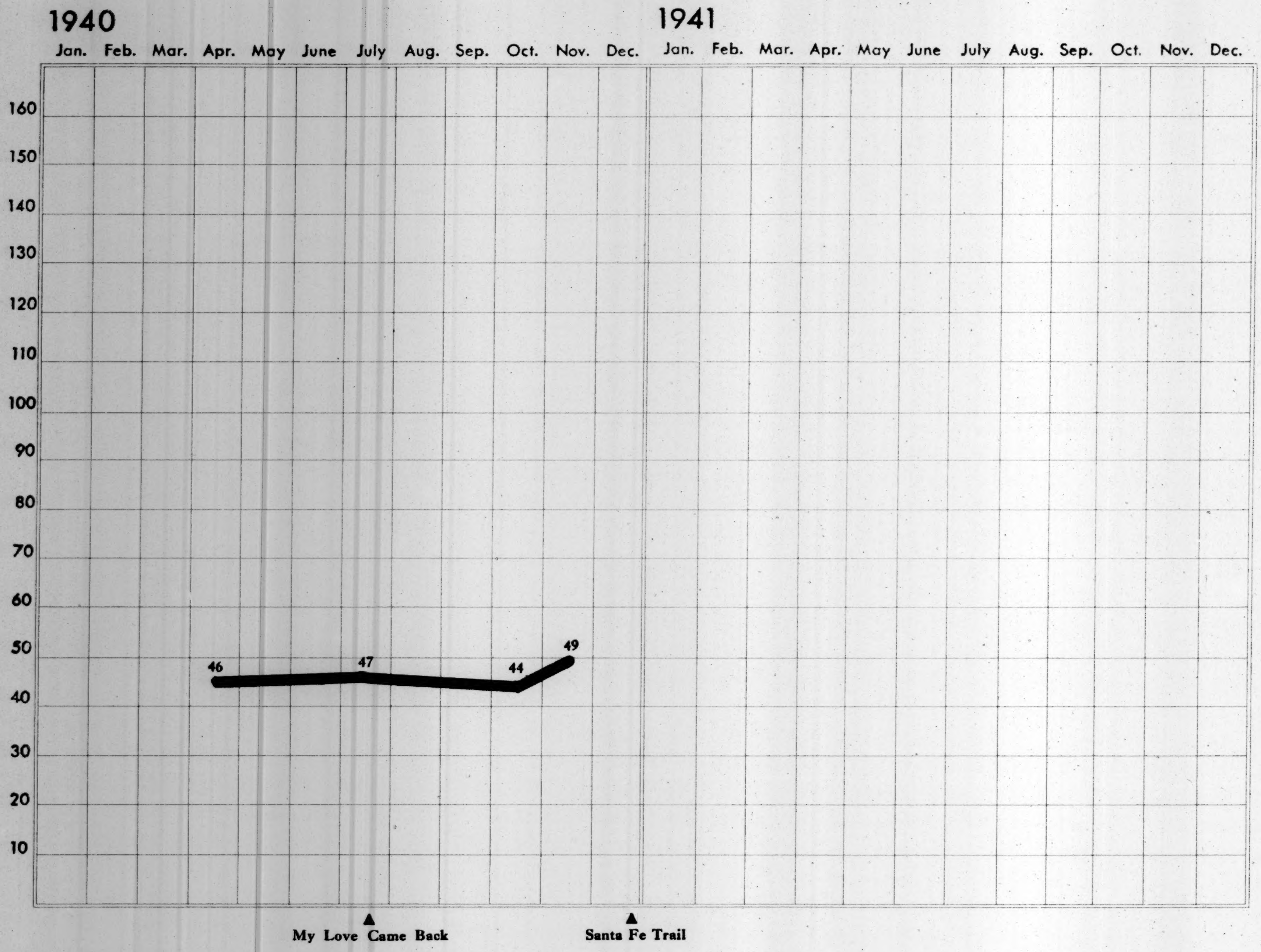

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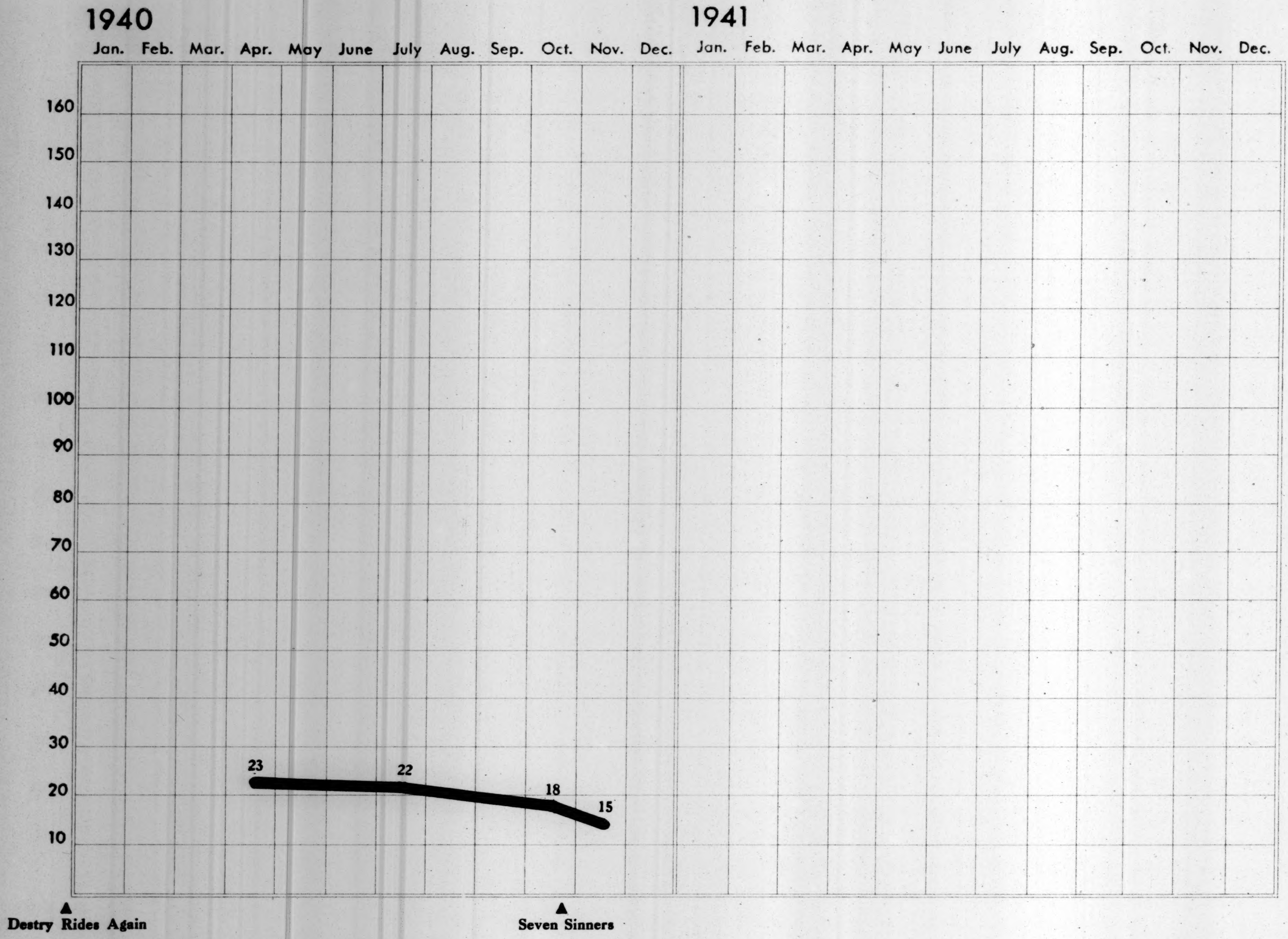

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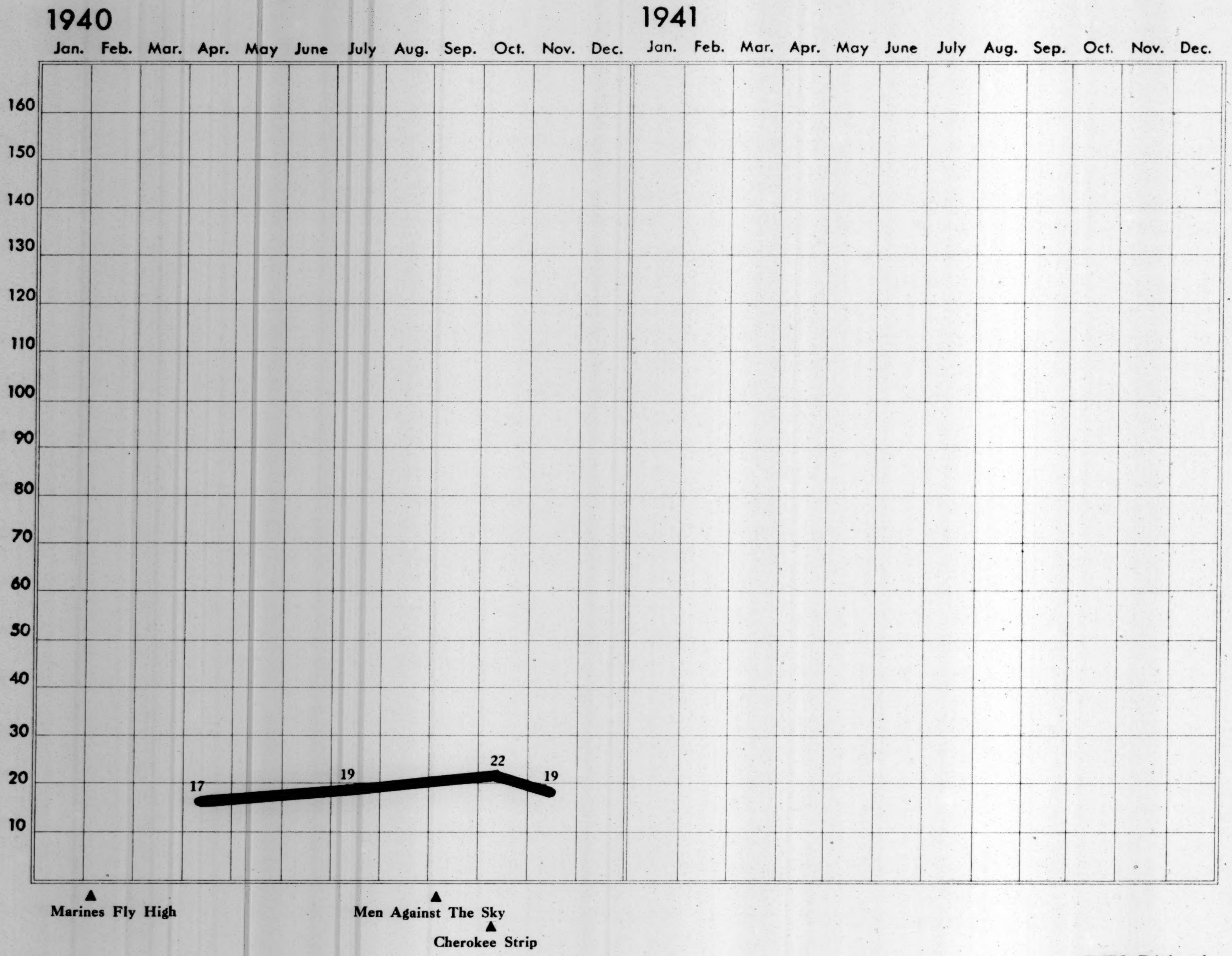
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Marines Fly High
Men Against The Sky
Cherokee Strip

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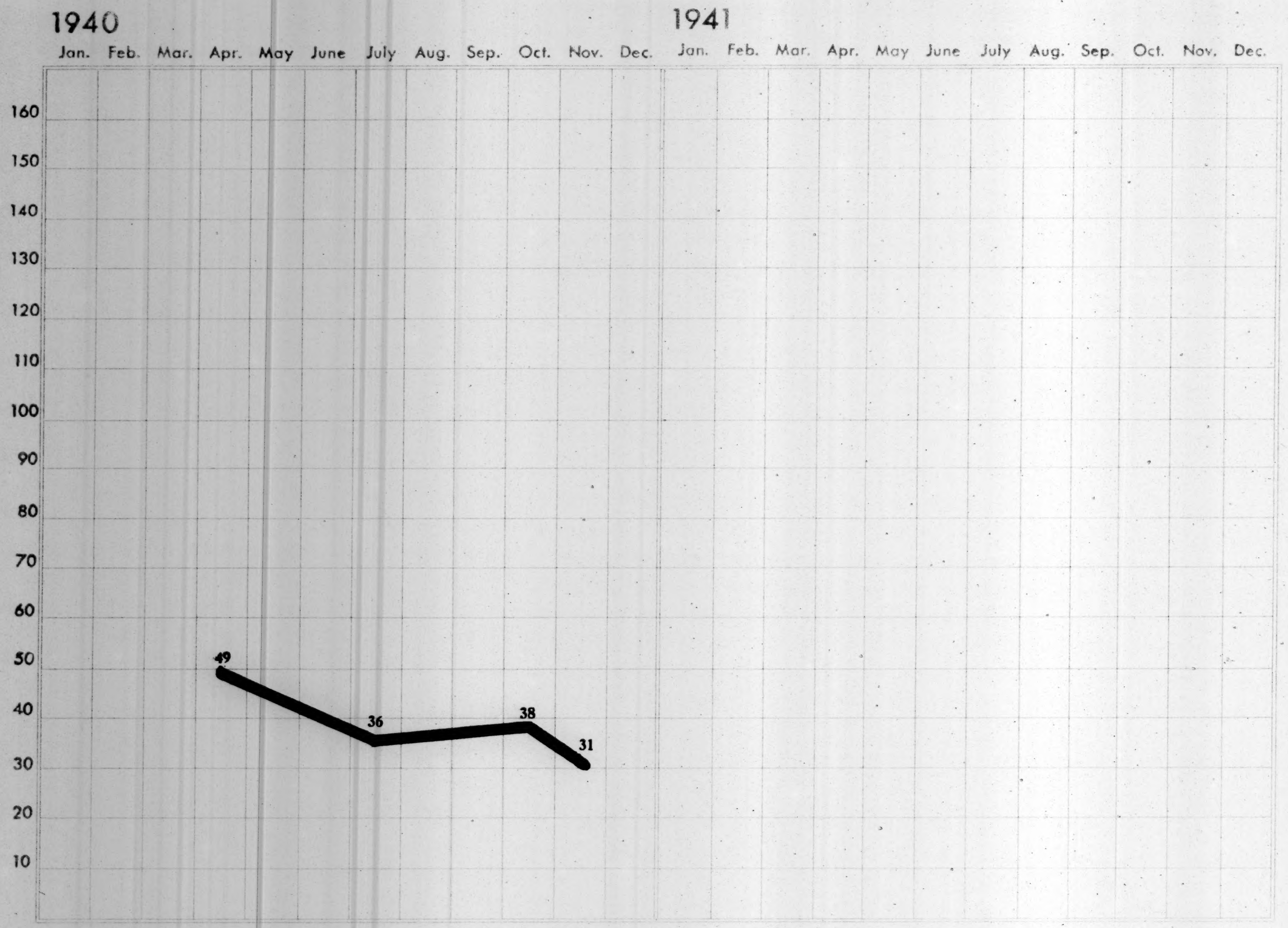

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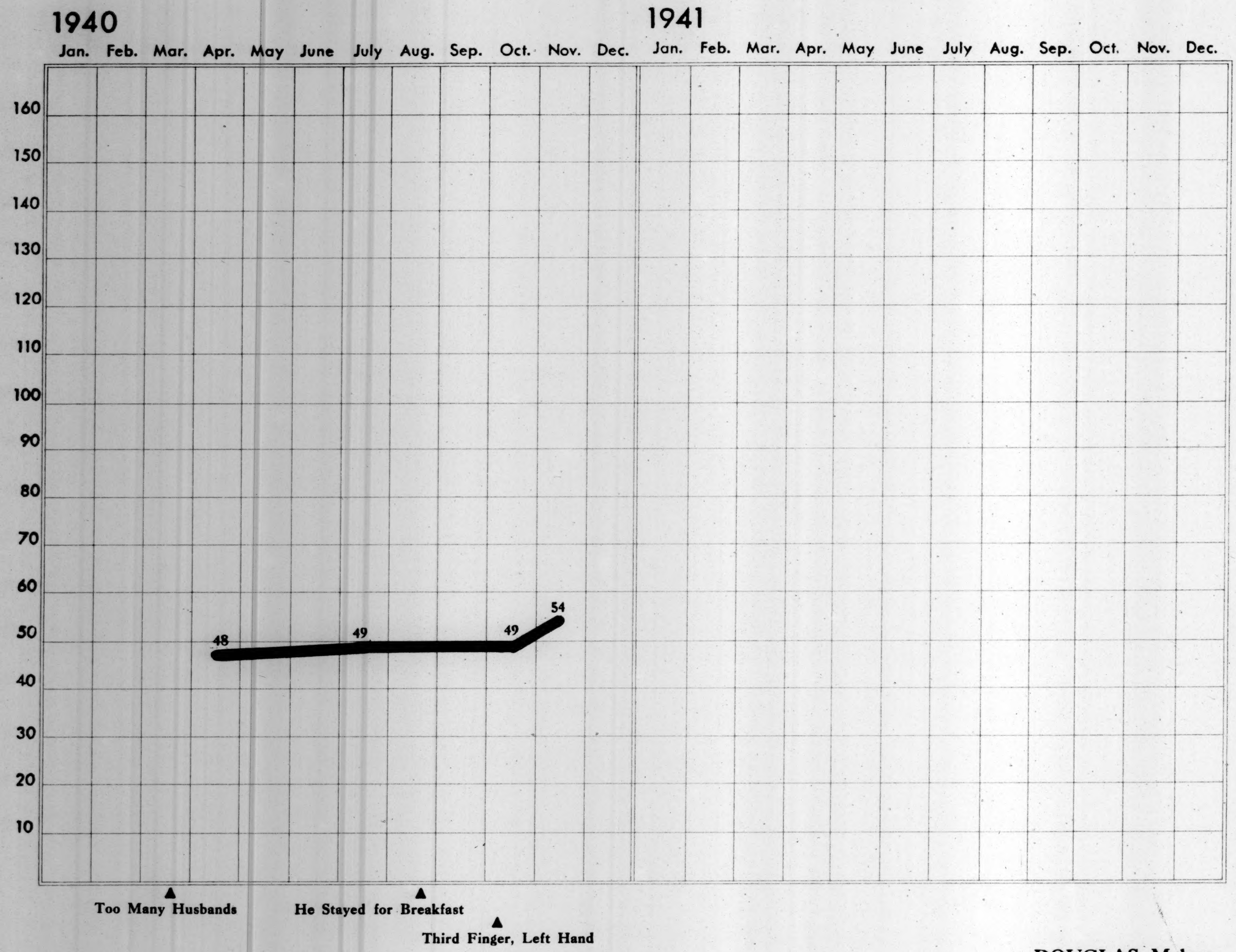

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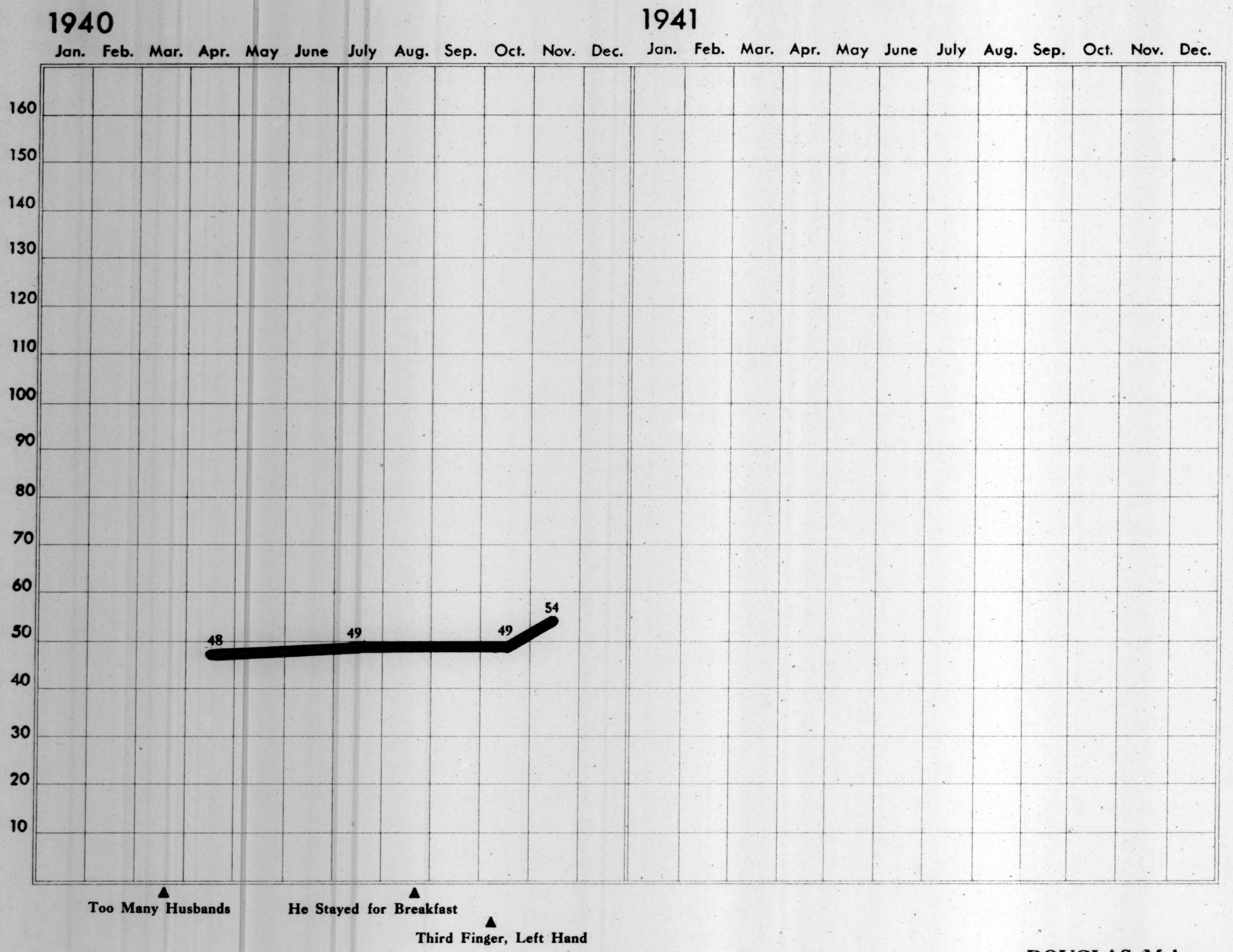

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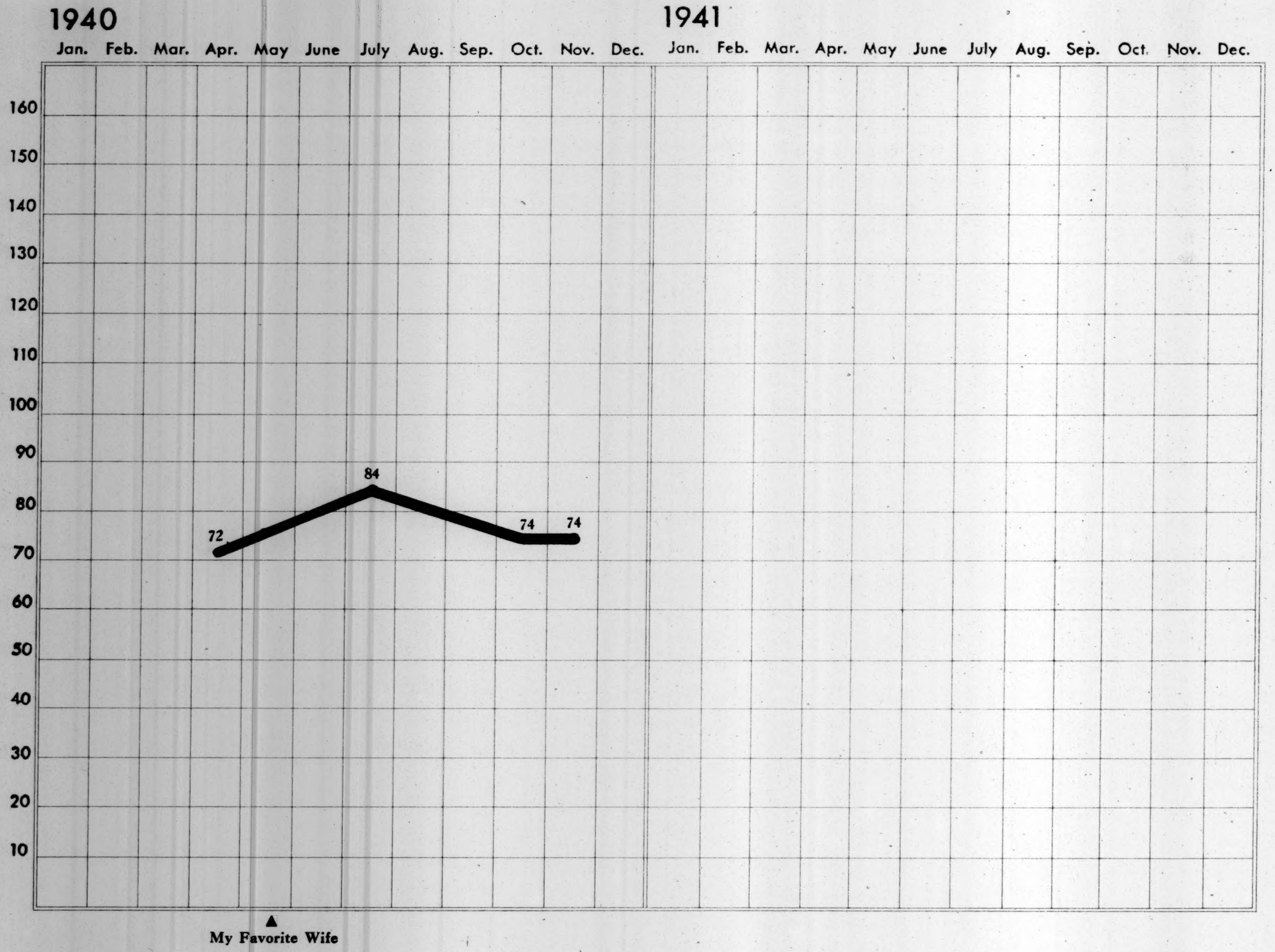
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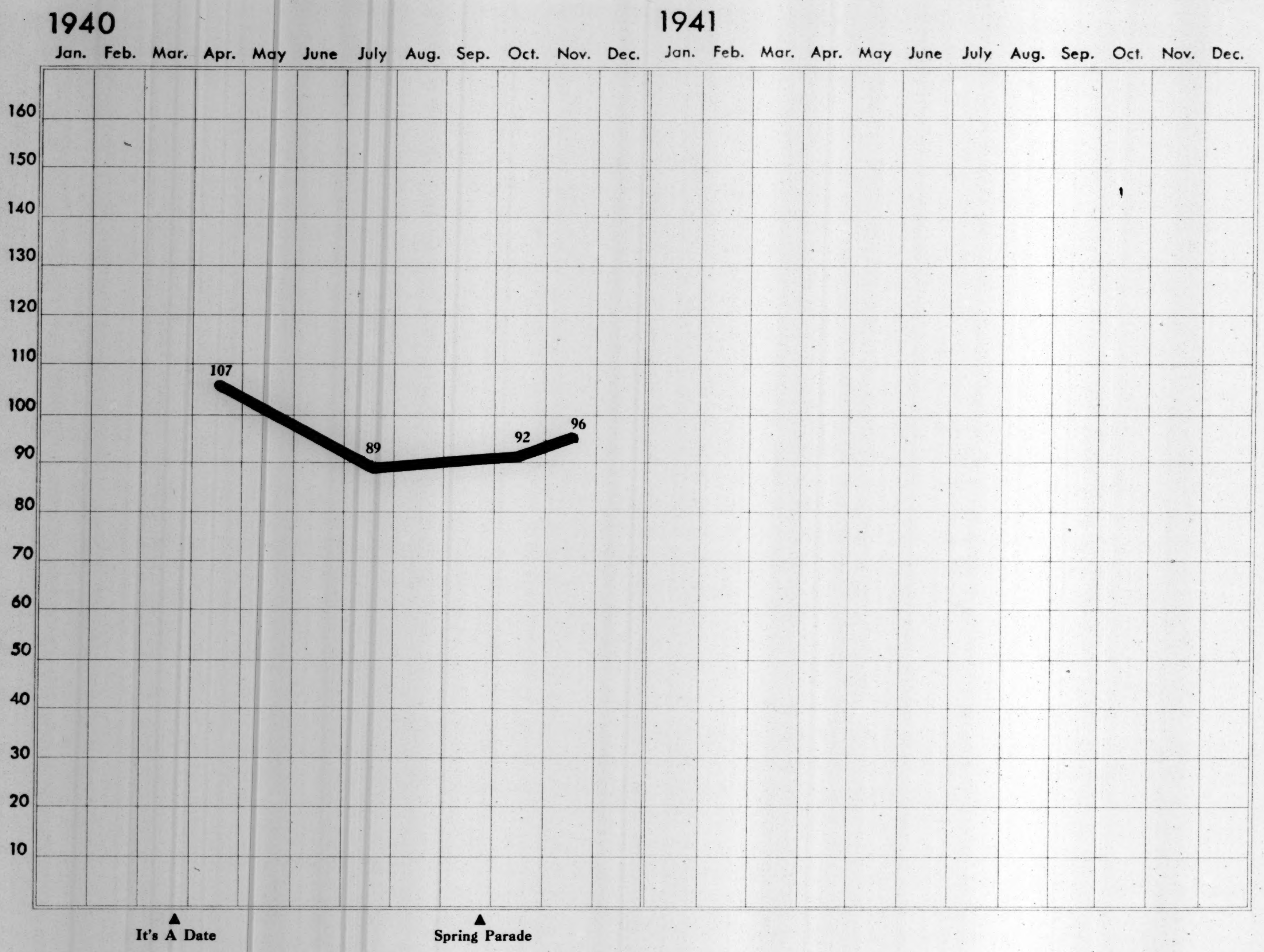
My Favorite Wife

DUNNE, Irene



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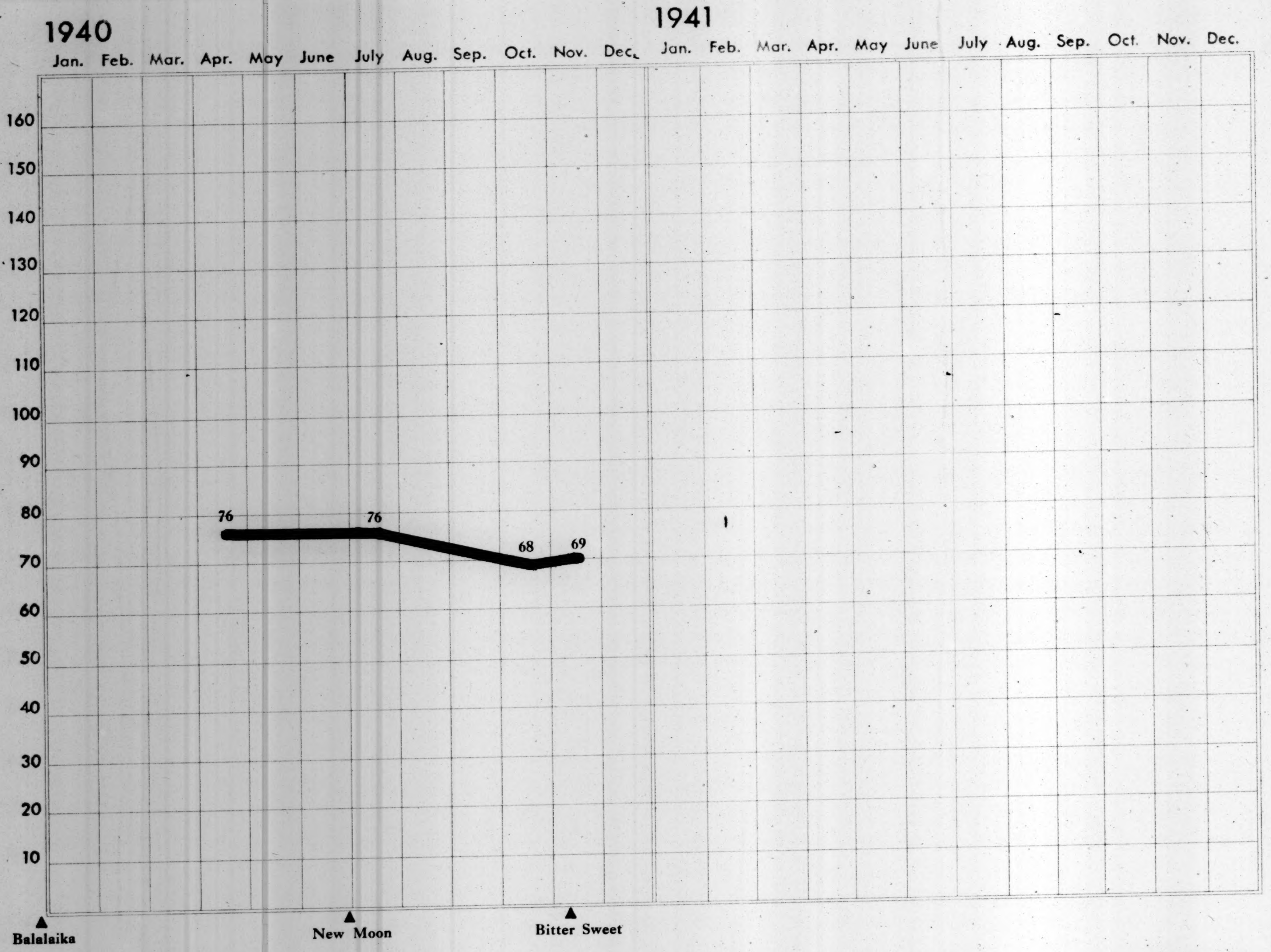
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New Moon
Bitter Sweet

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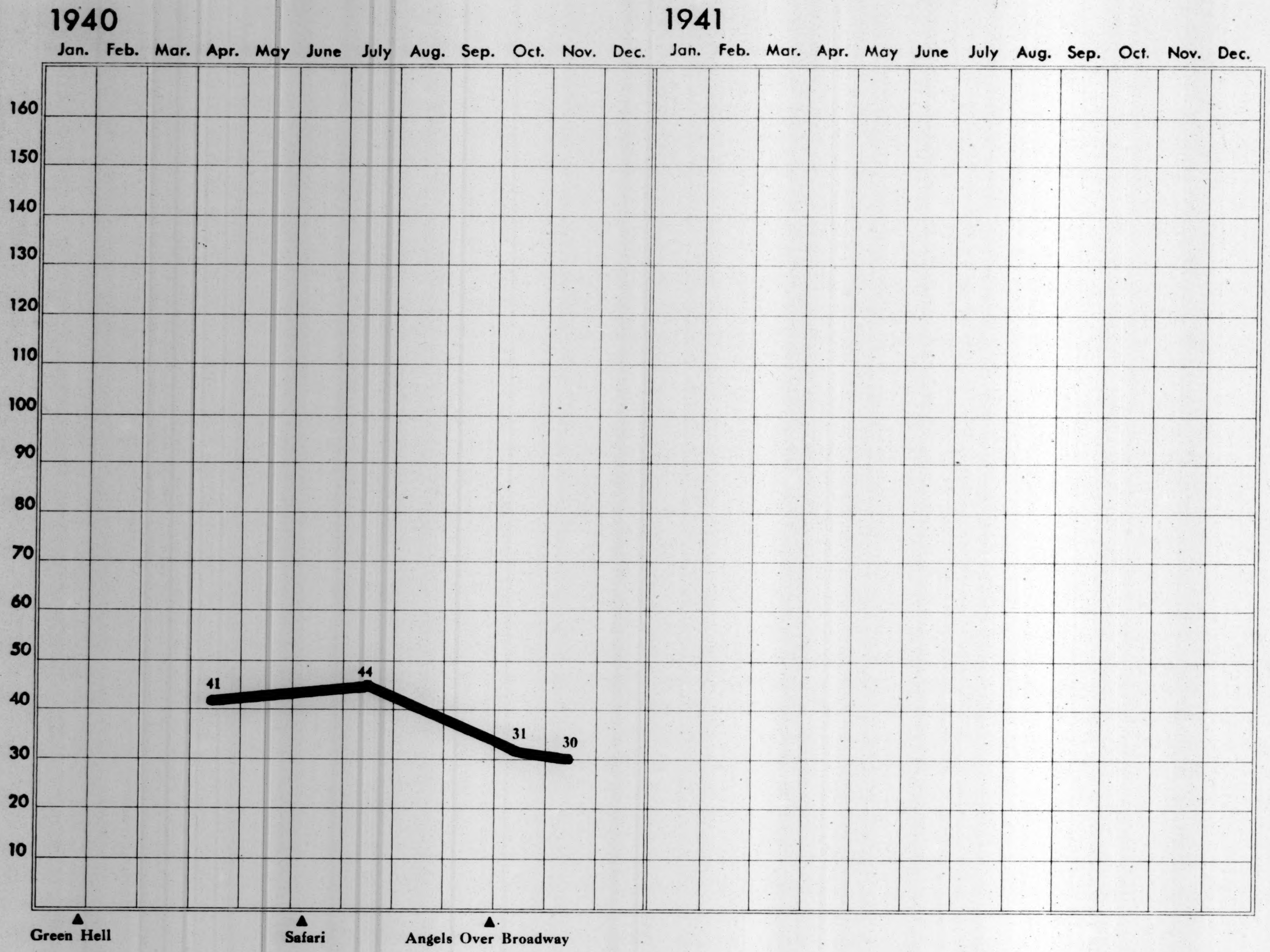

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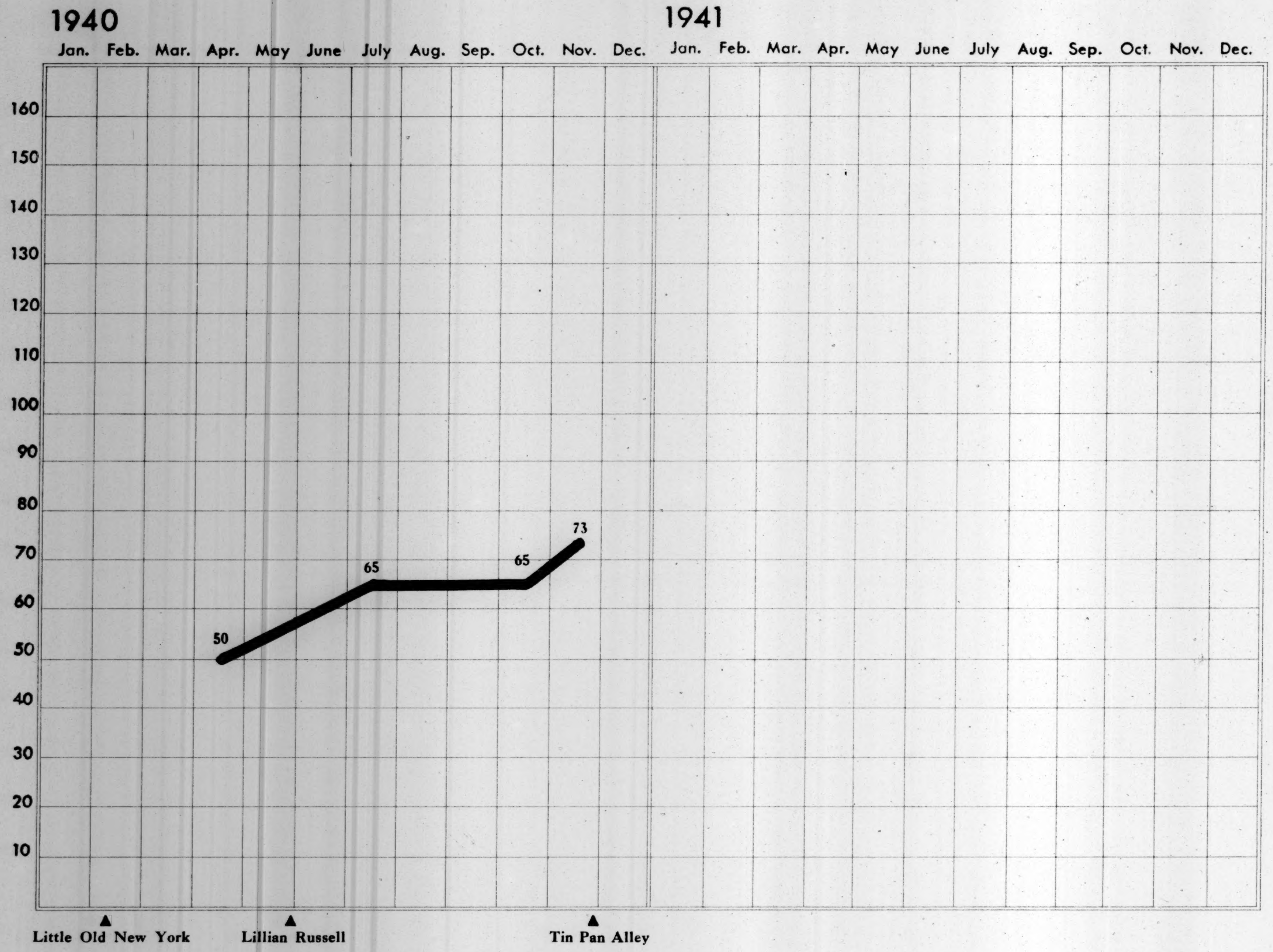
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Little Old New York
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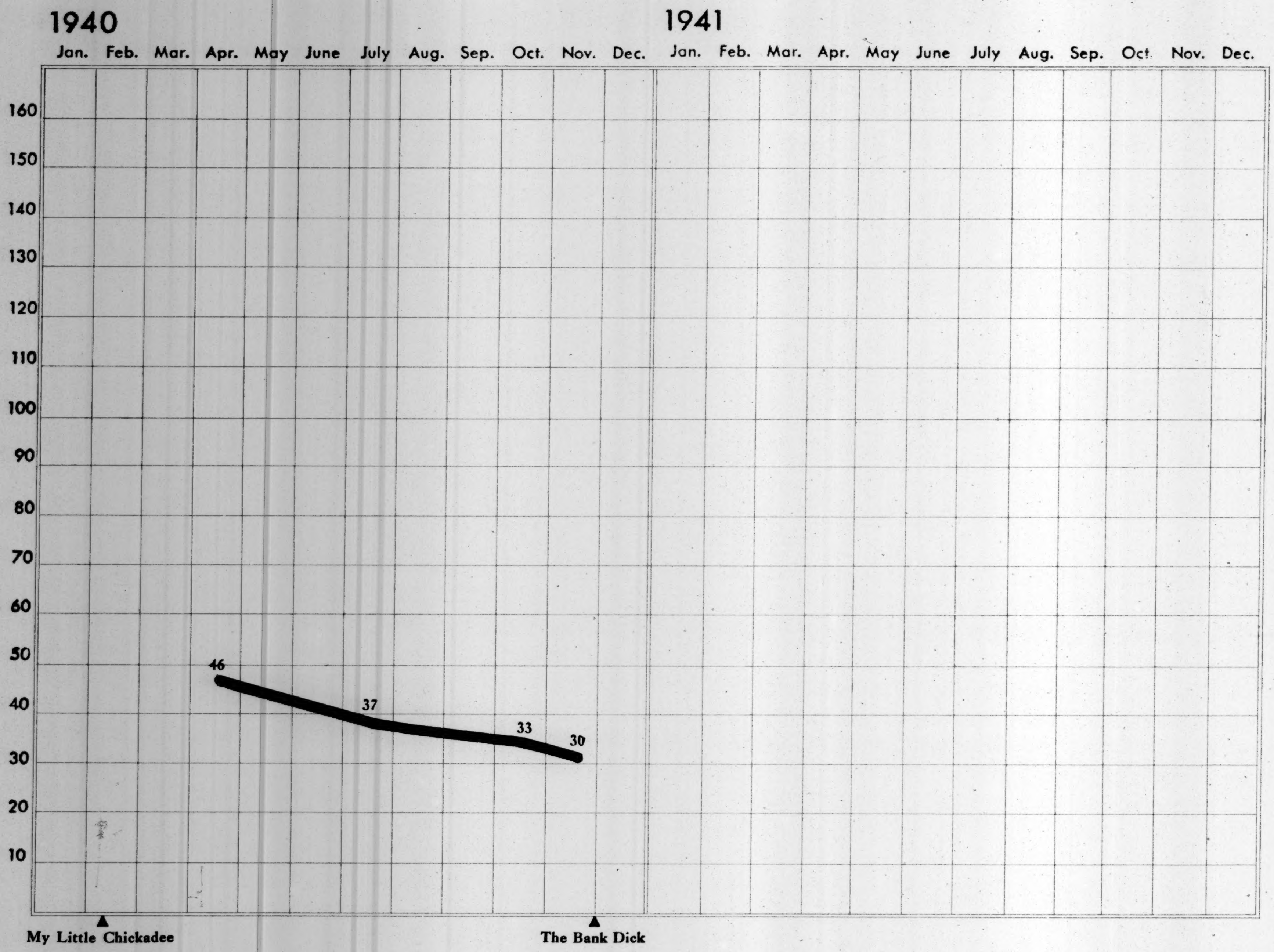
Tin Pan Alley

FAYE, Alice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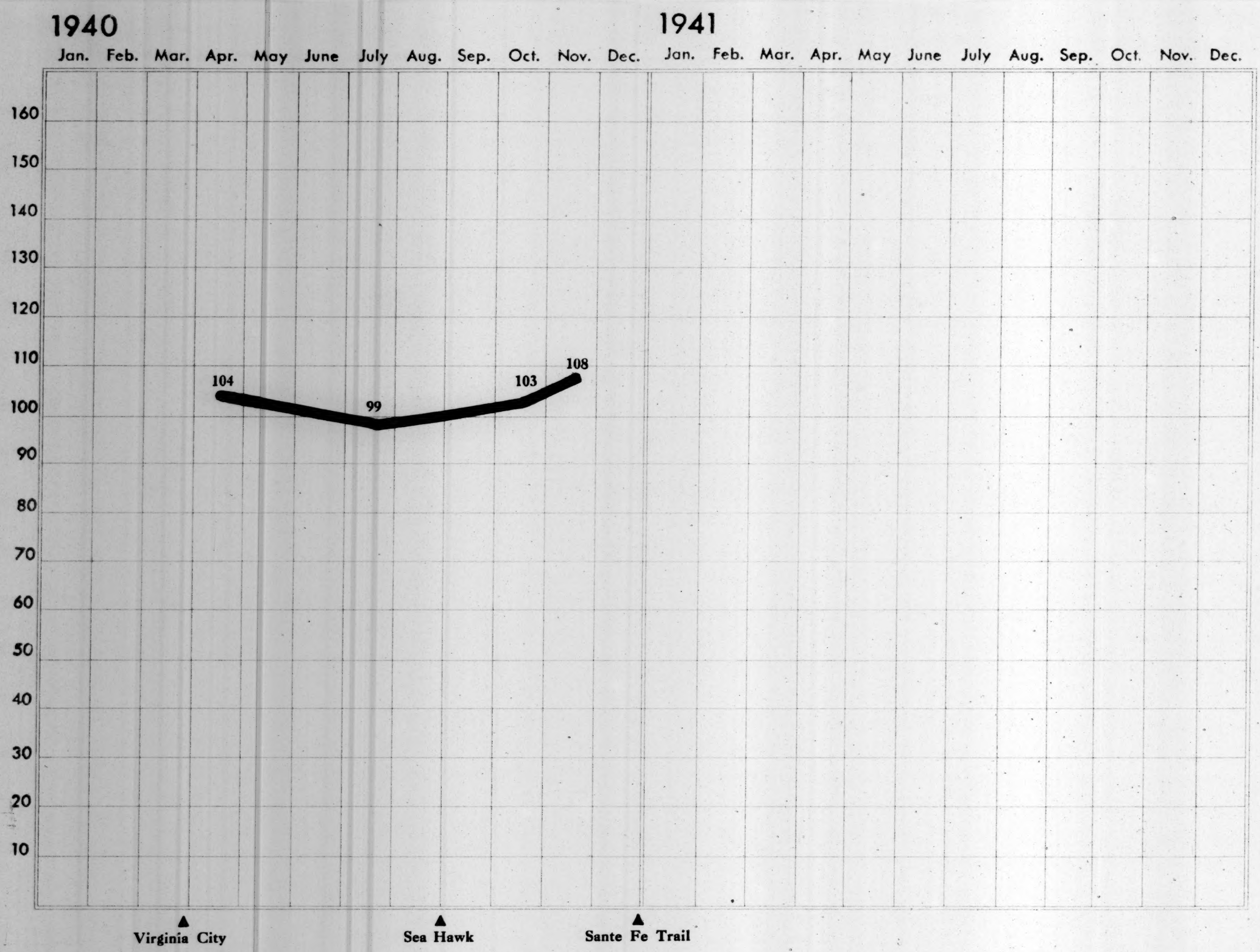
My Little Chickadee
The Bank Dick

FIELDS, W. C.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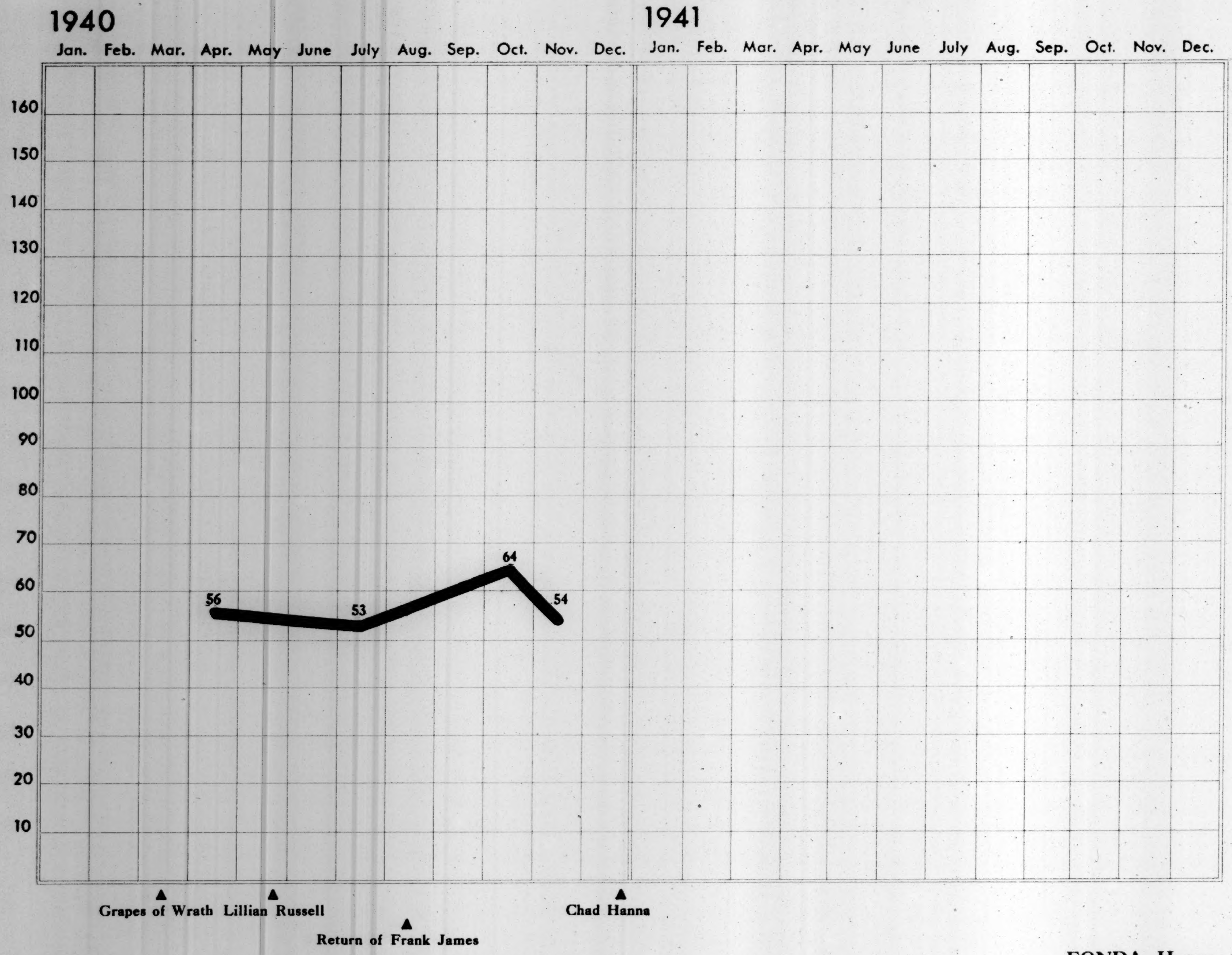
▲ Virginia City
▲ Sea Hawk
▲ Sante Fe Trail

FLYNN, Errol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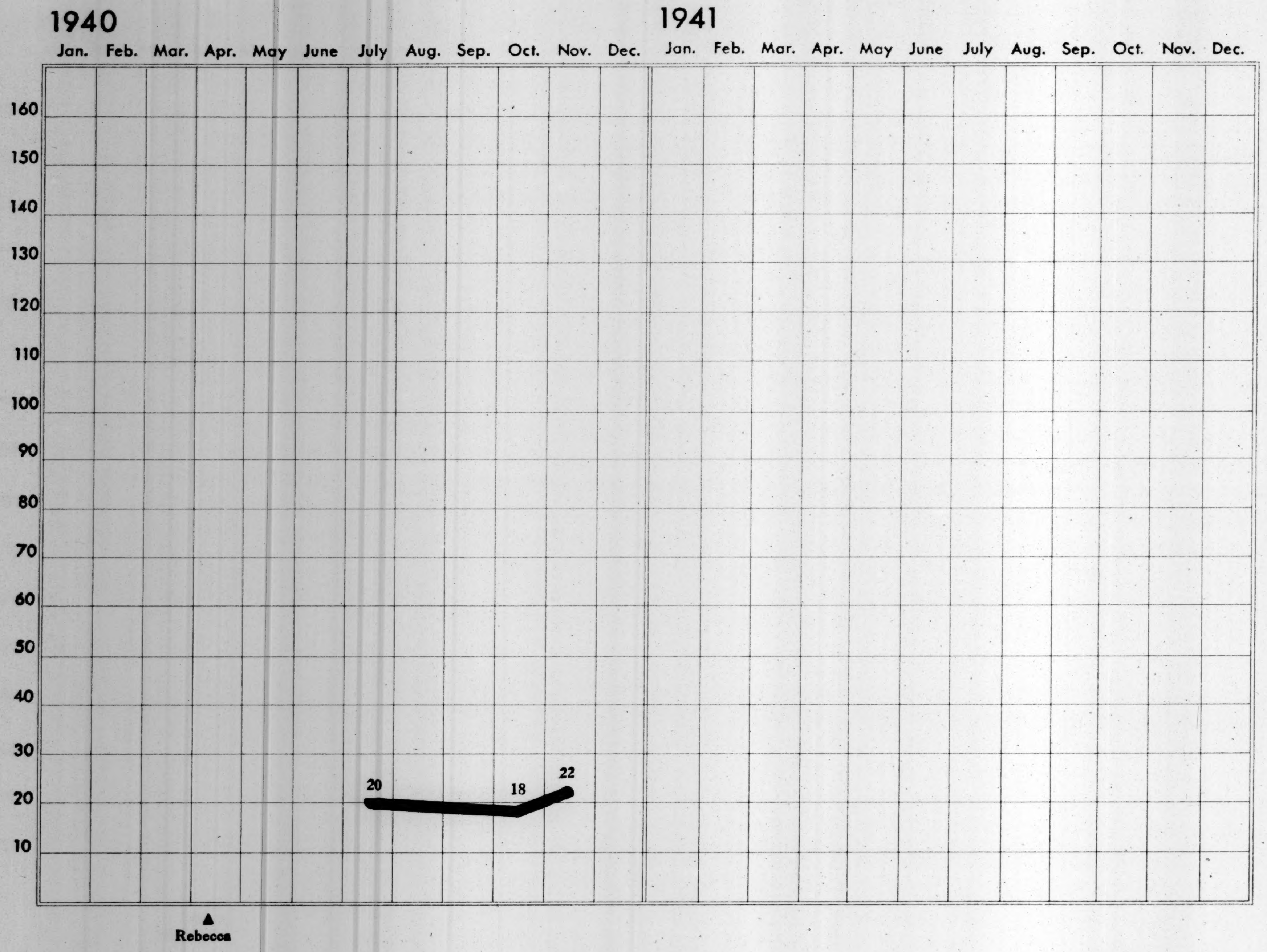
Grapes of Wrath
Lillian Russell
Return of Frank James
Chad Hanna

FONDA, Henry



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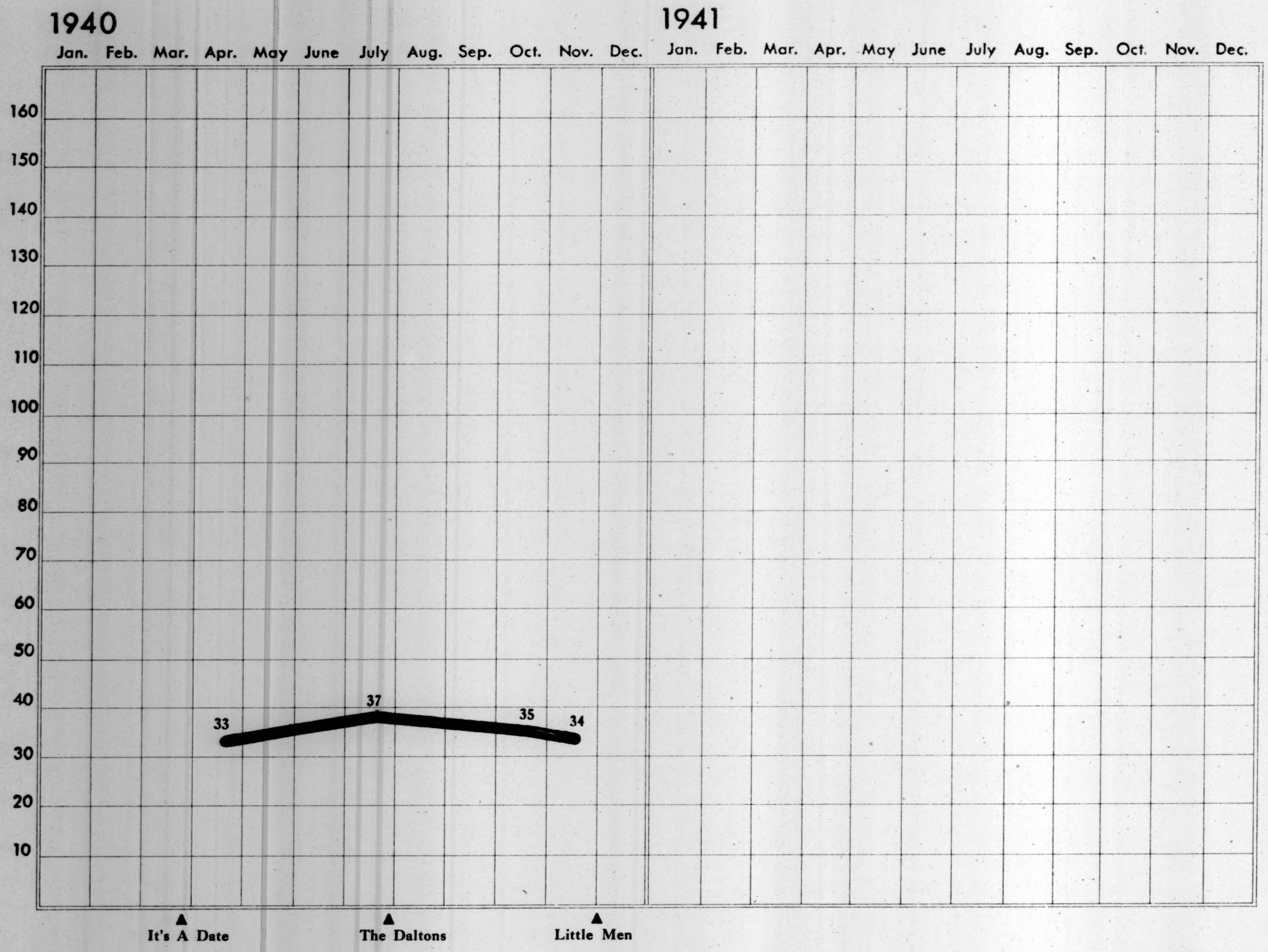
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It's A Date
The Daltons
Little Men

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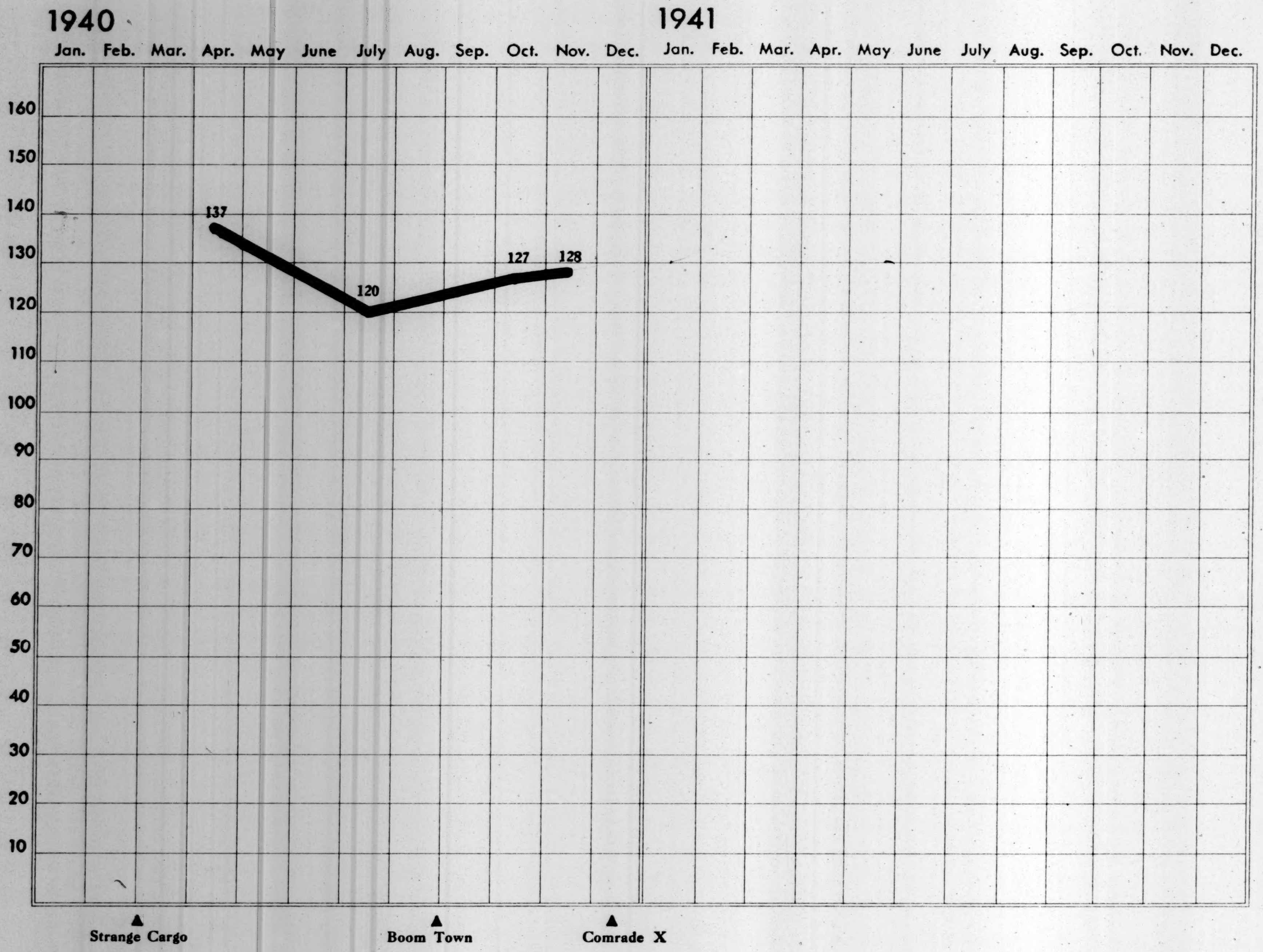
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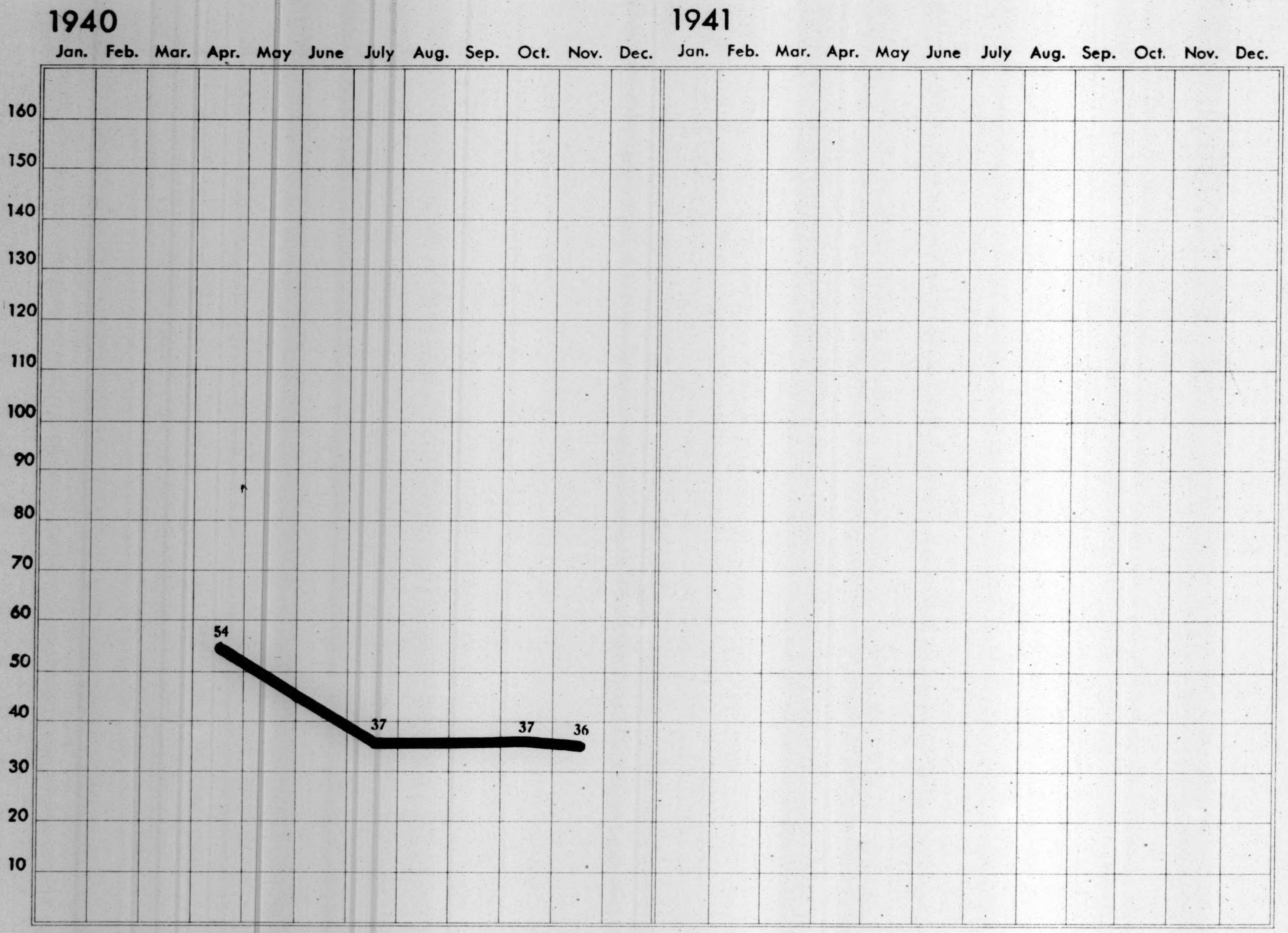
▲ Strange Cargo
▲ Boom Town
▲ Comrade X

GABLE, Clark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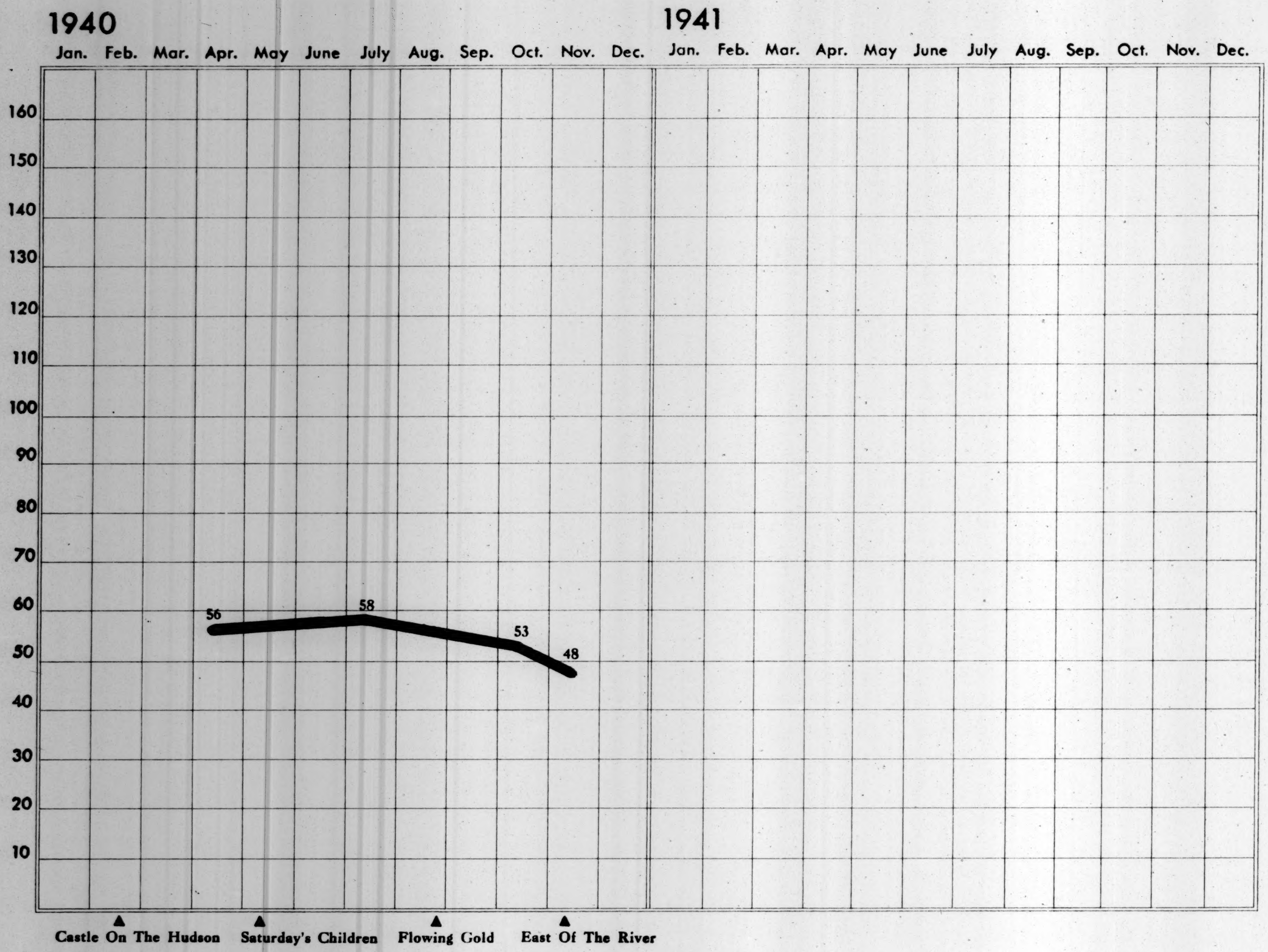

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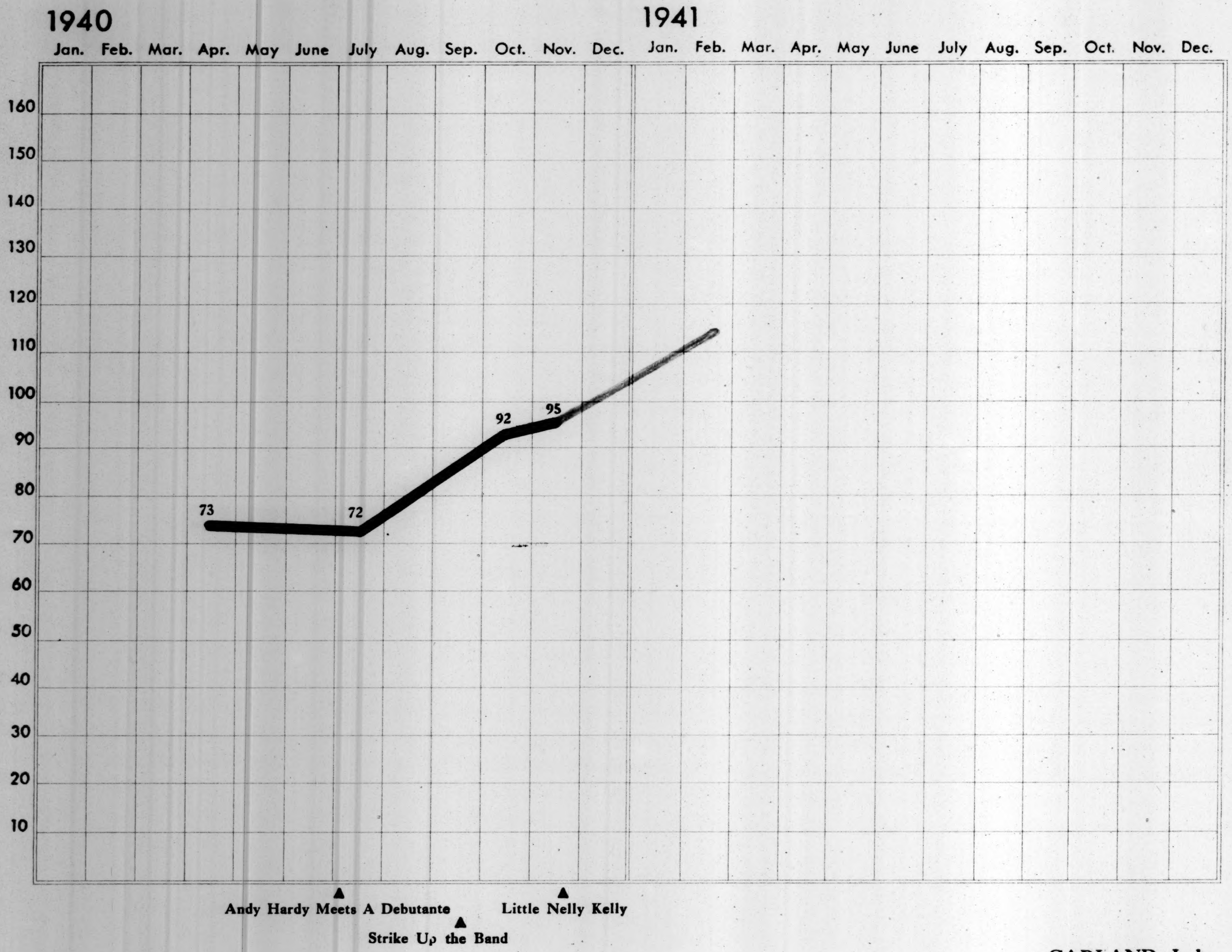

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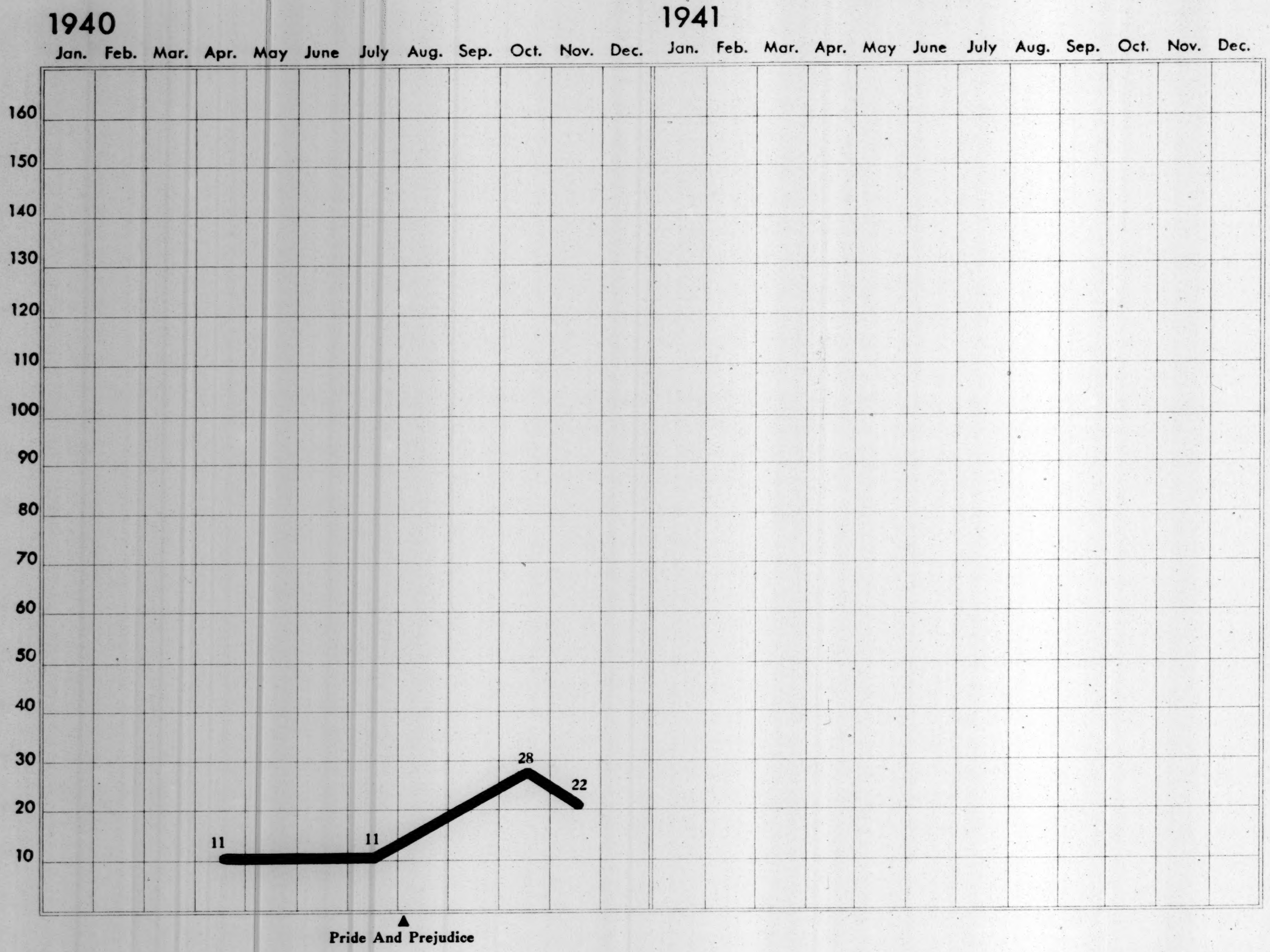

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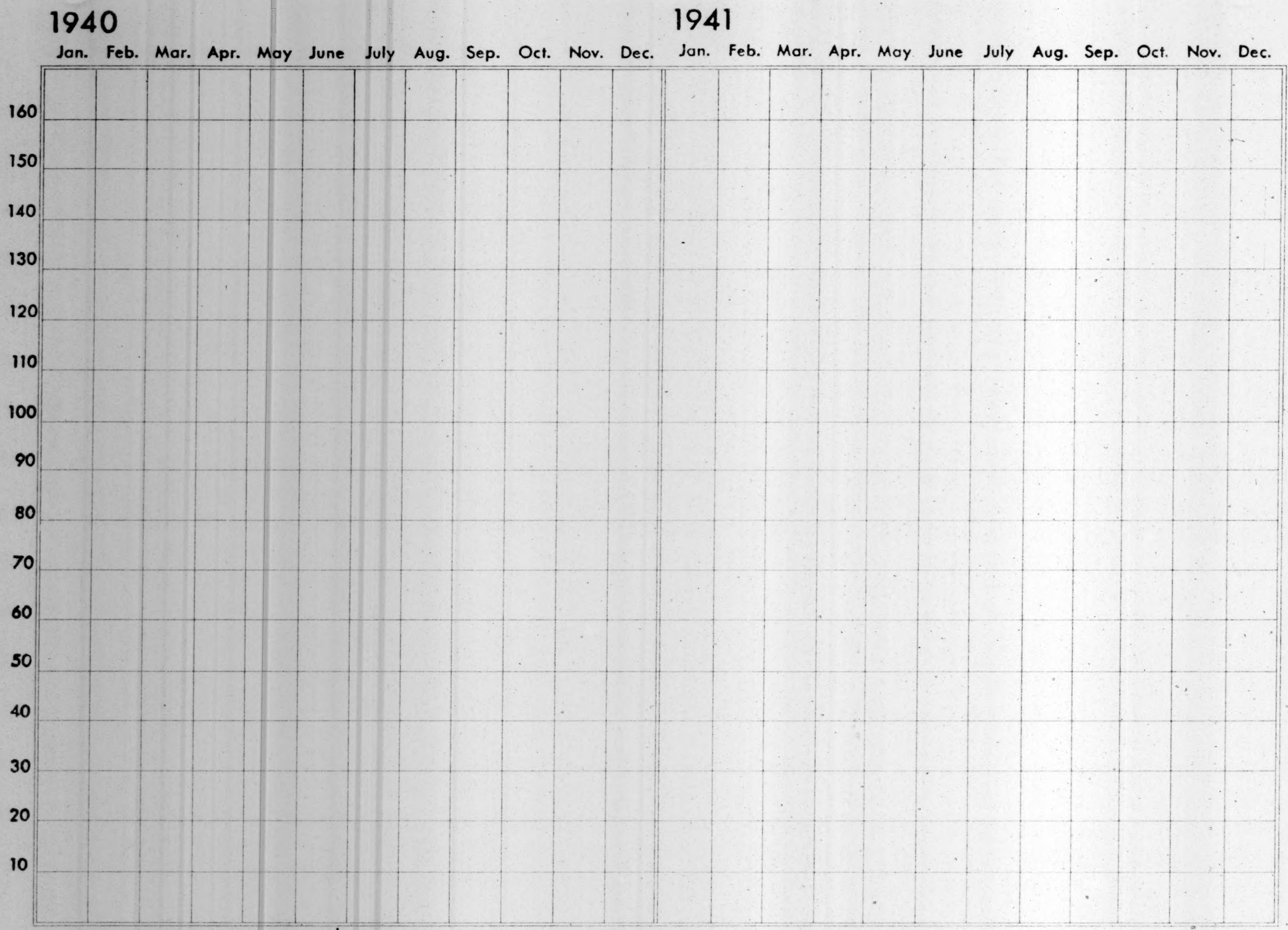
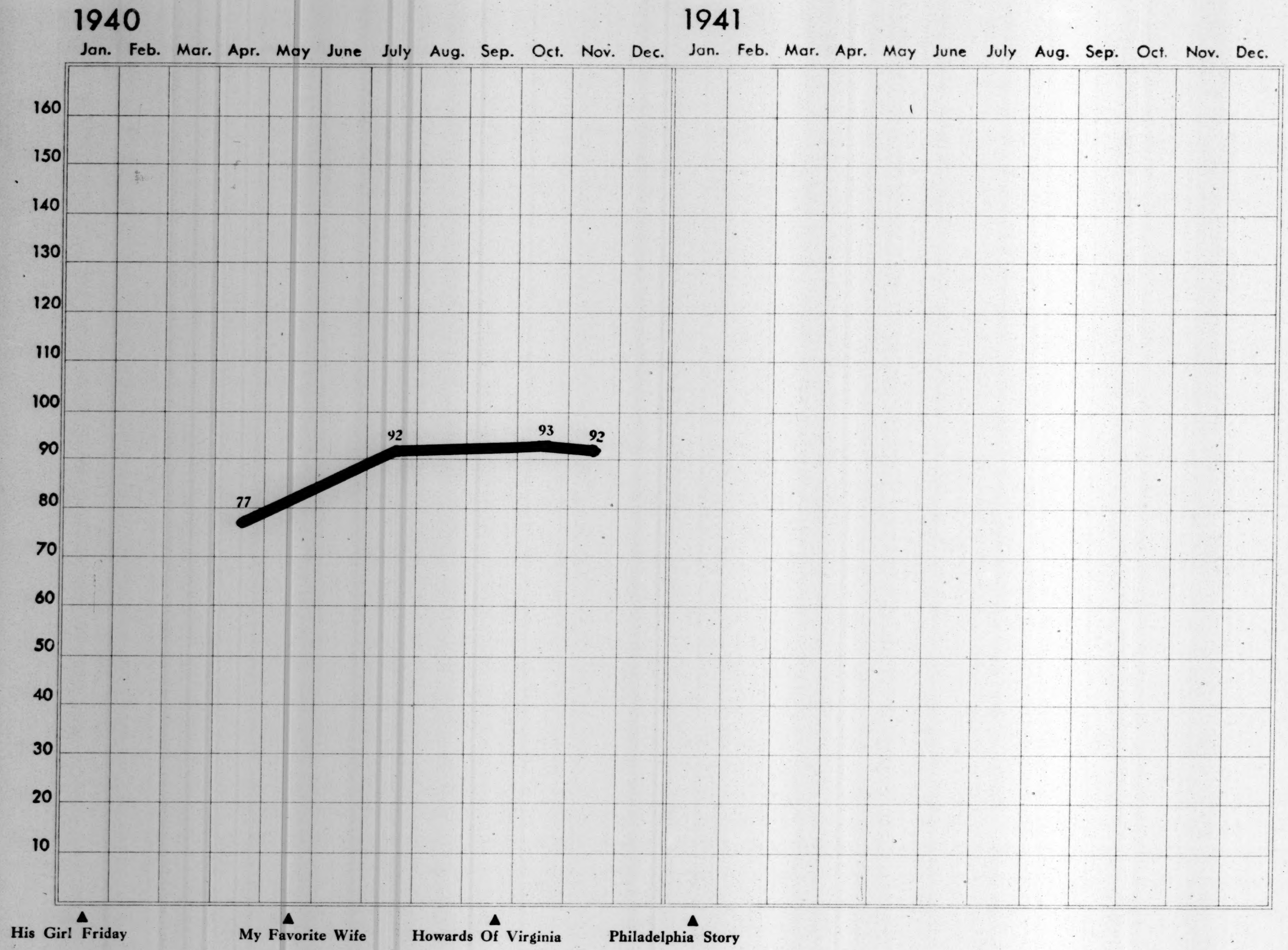


Ghost Breakers

GODDARD, Paulette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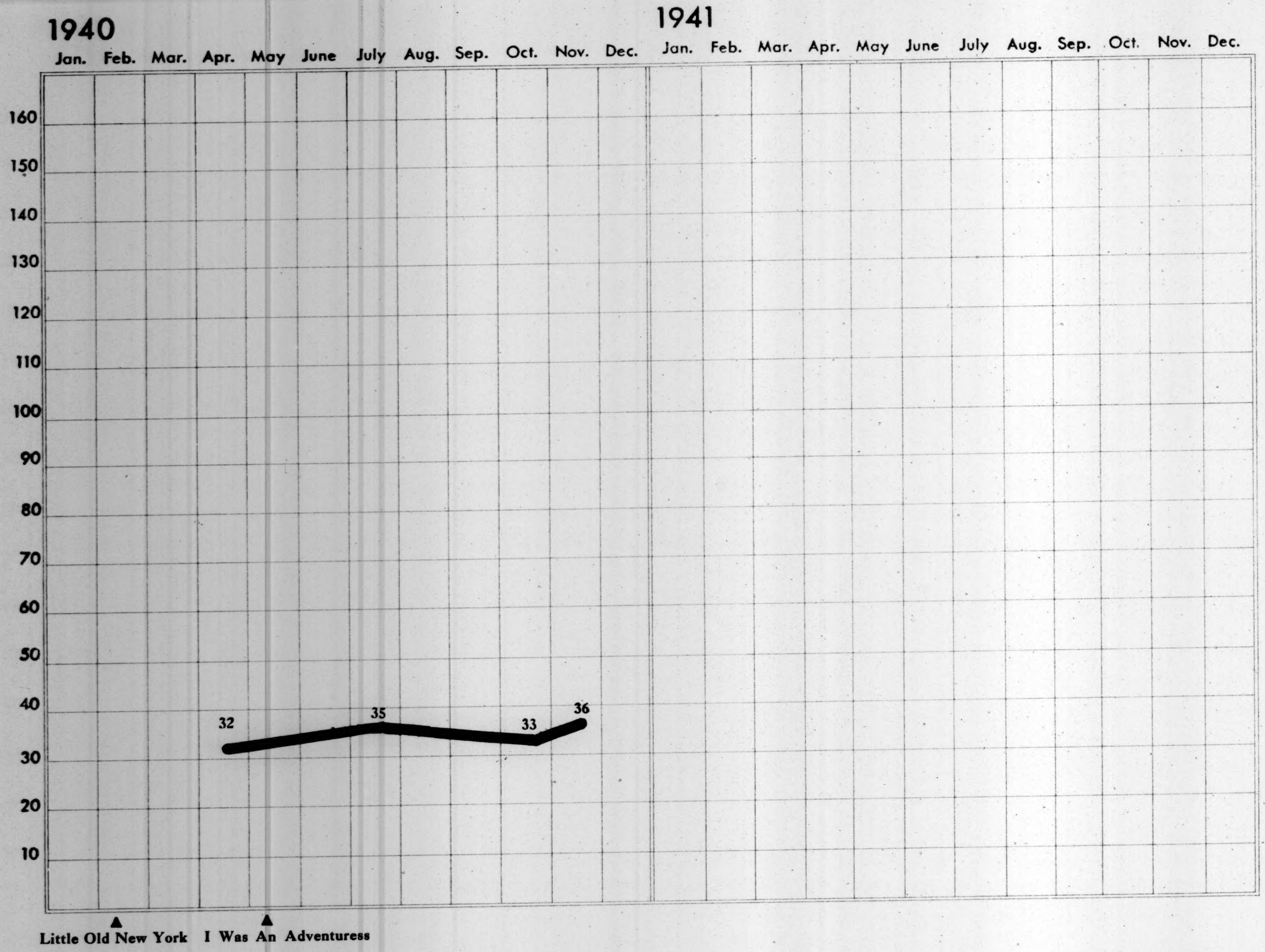
His Girl Friday
My Favorite Wife
Howards Of Virginia
Philadelphia Story

GRANT, Cary



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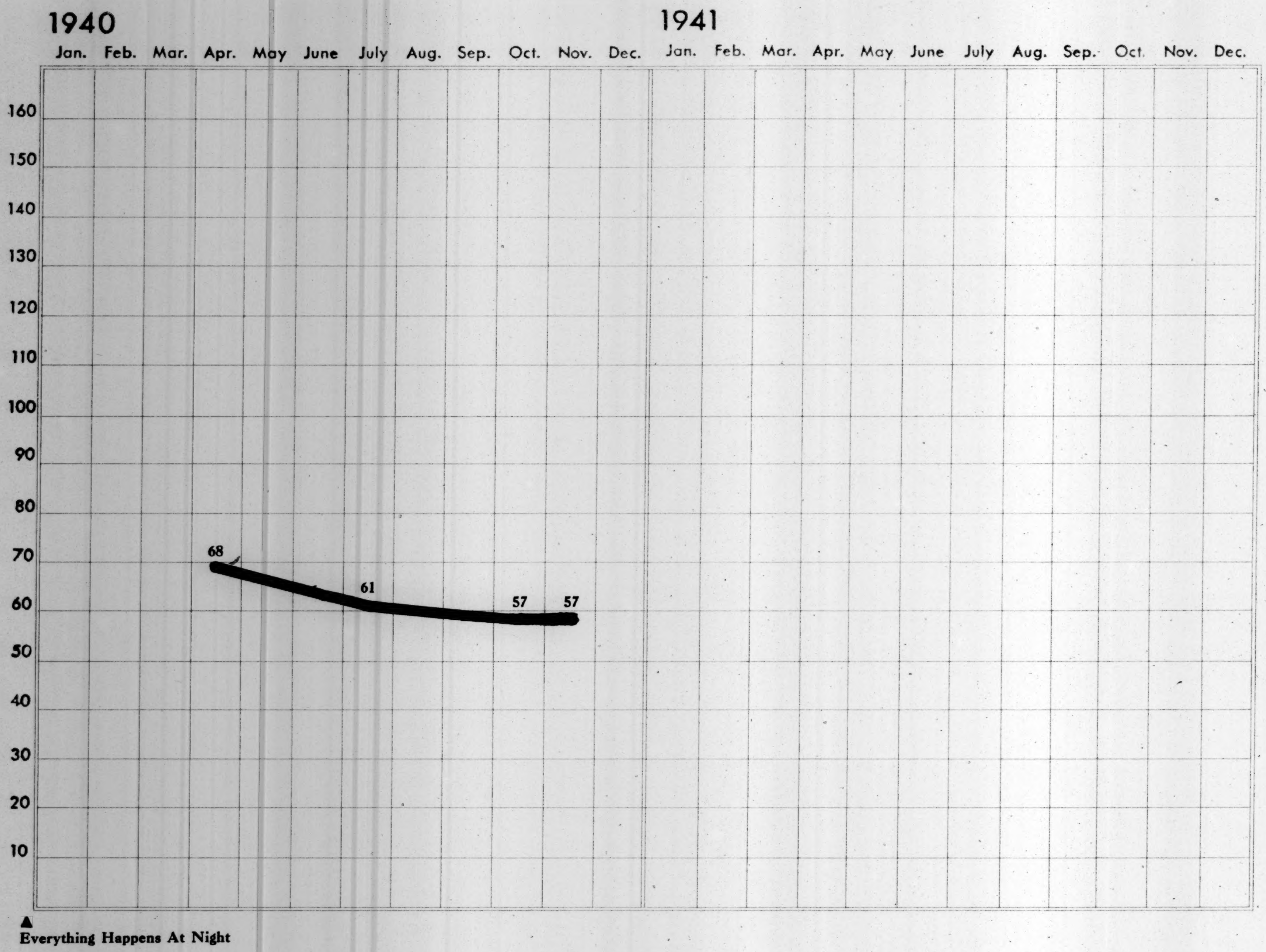

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Everything Happens At Night

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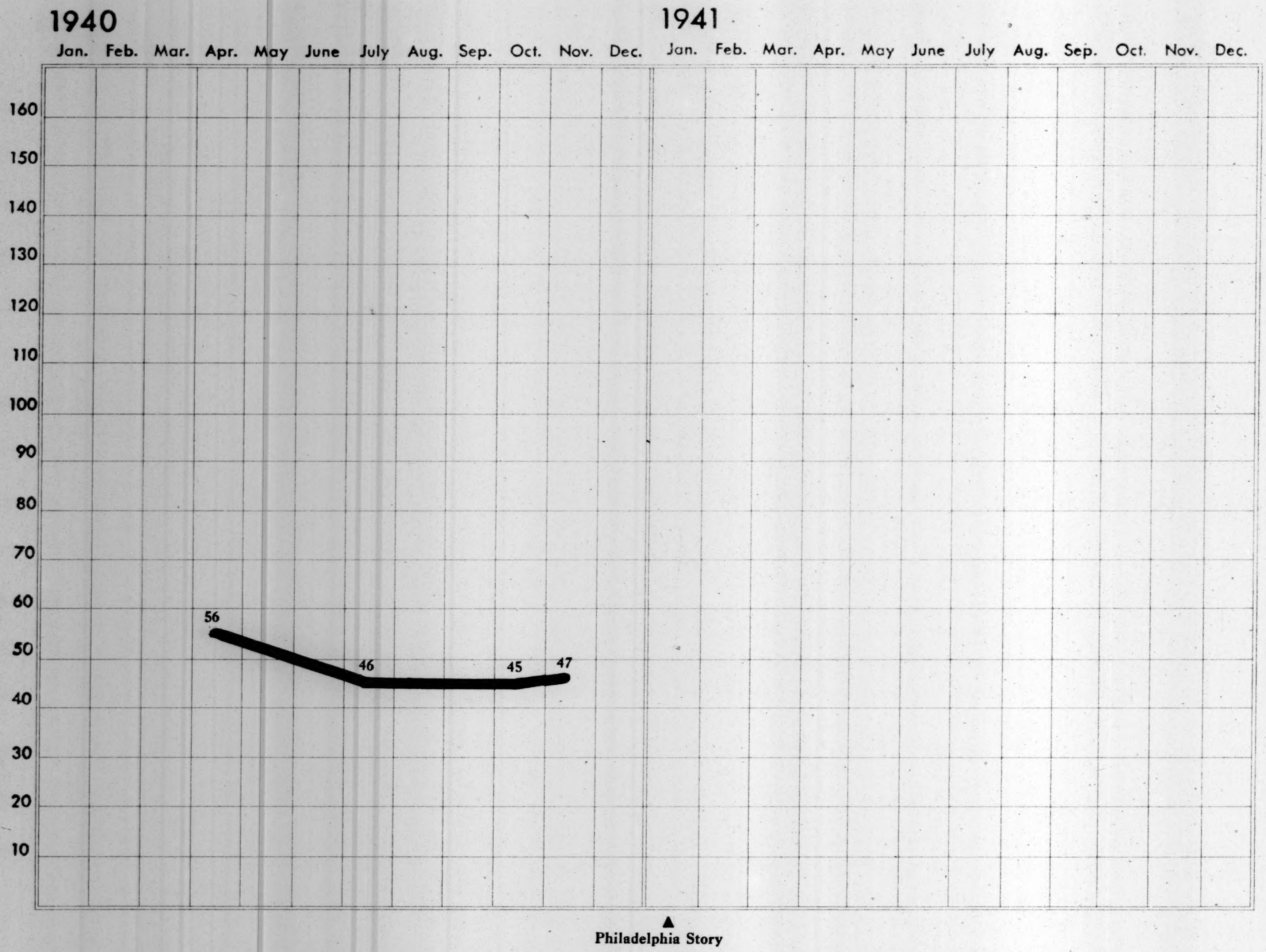

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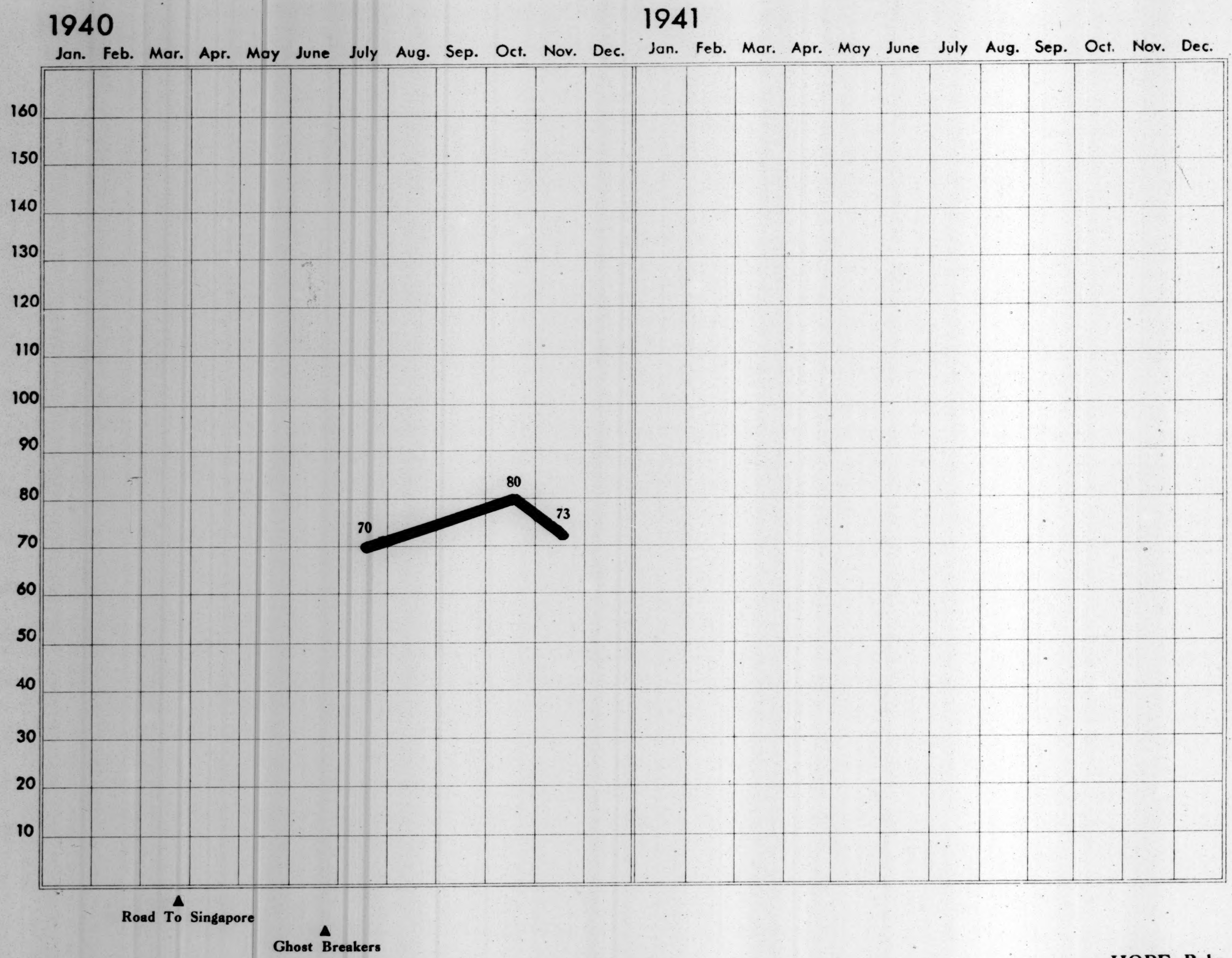
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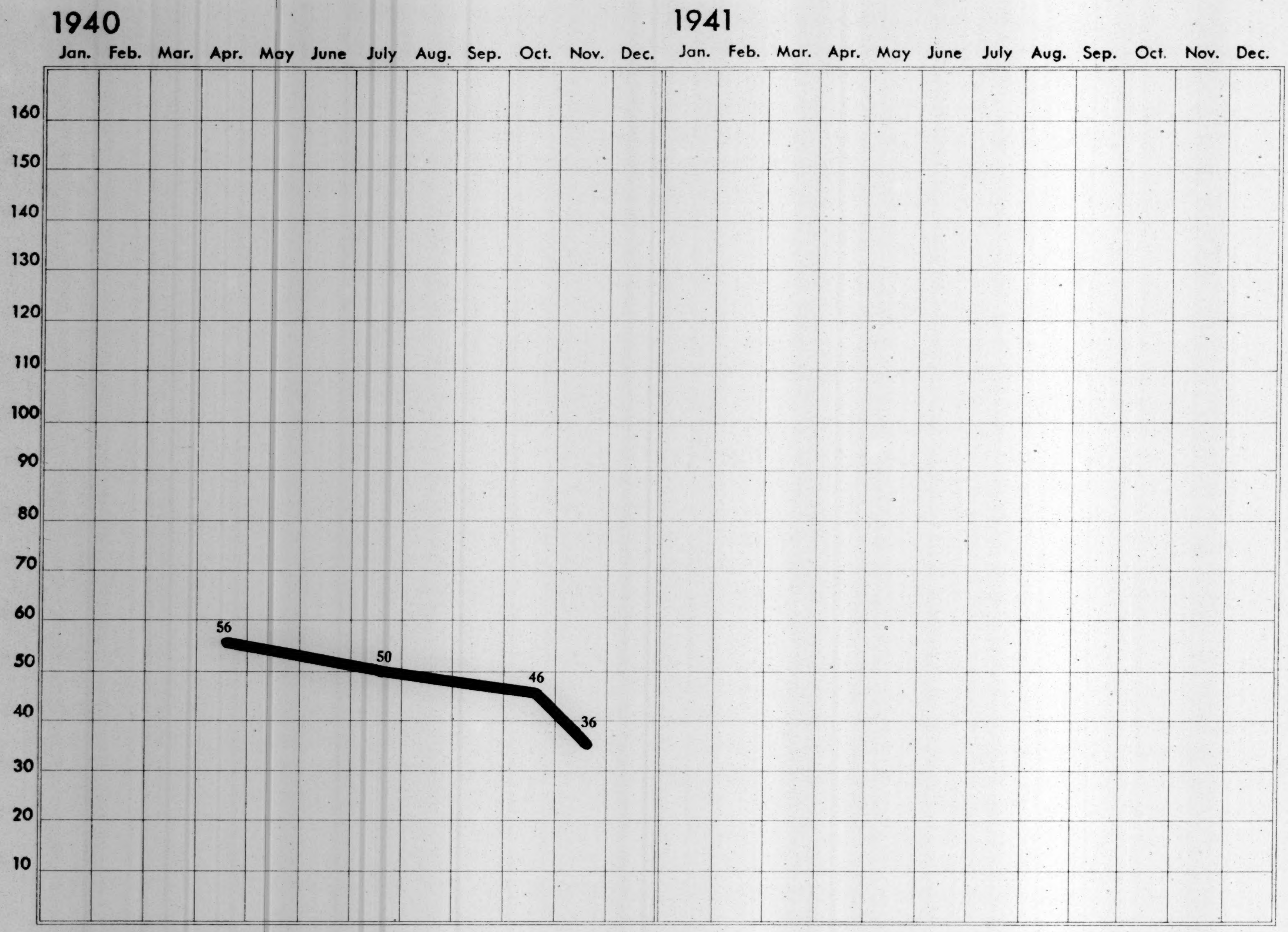
Road To Singapore
Ghost Breakers

HOPE, Bob



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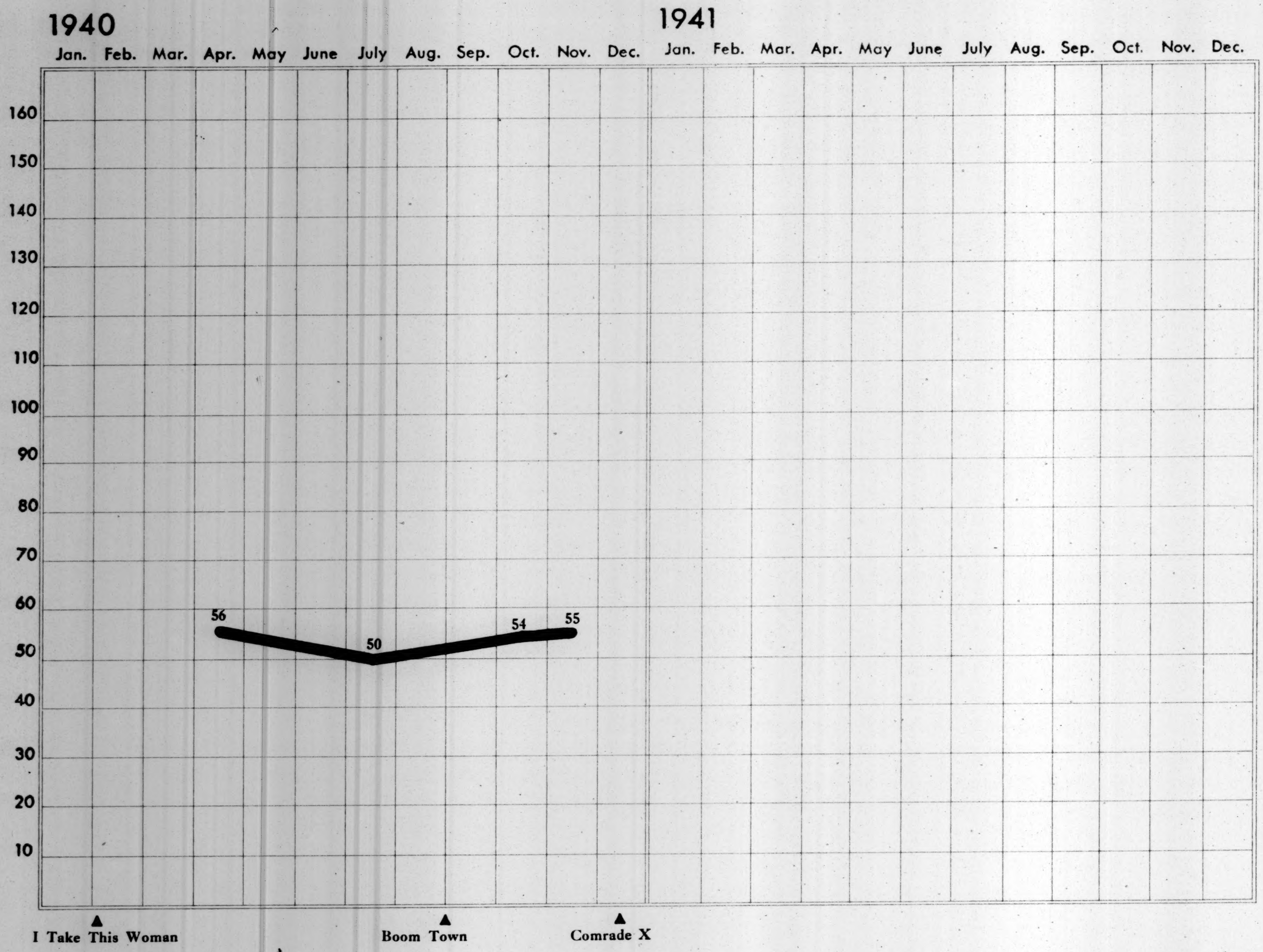
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I Take This Woman
Boom Town
Comrade X

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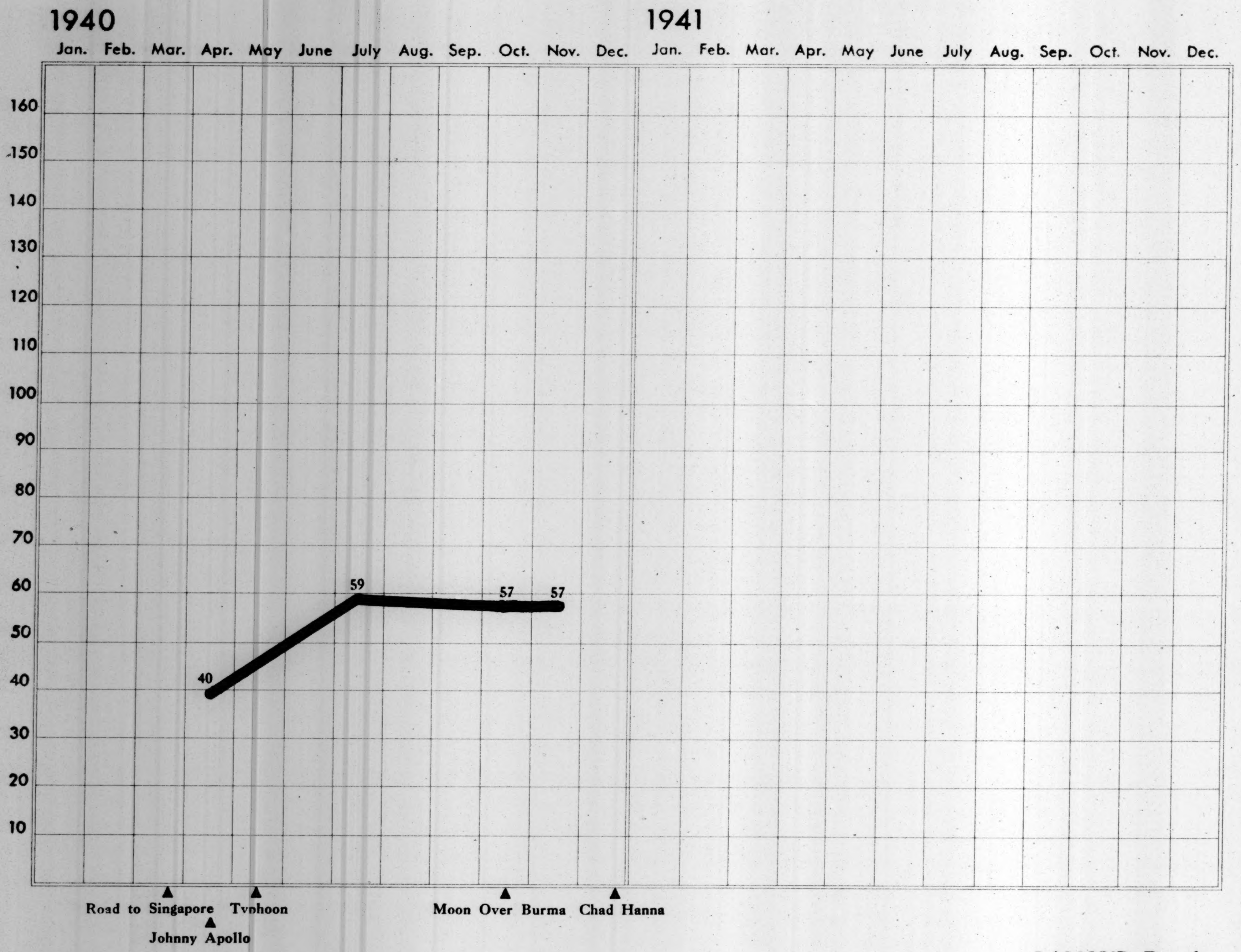

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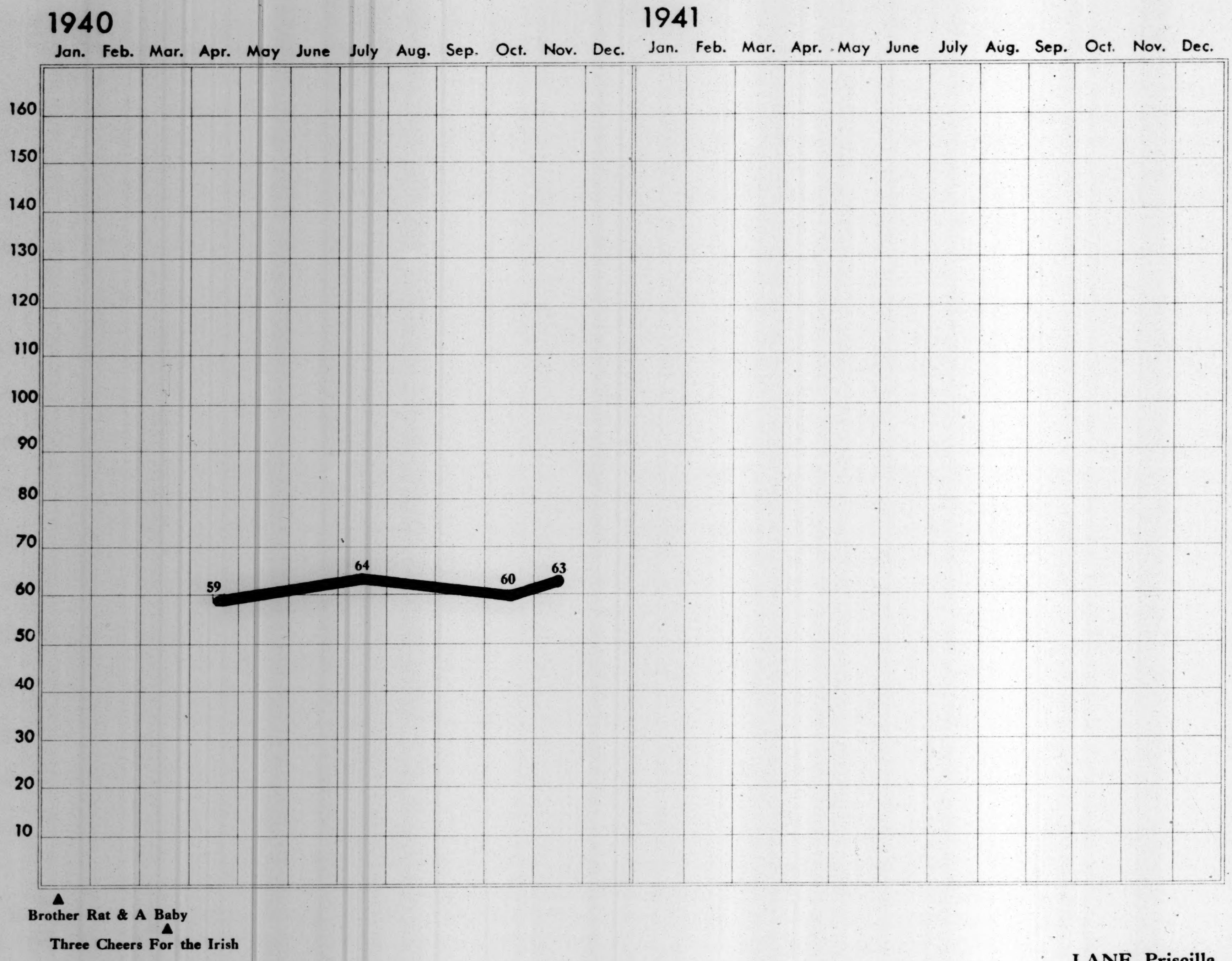

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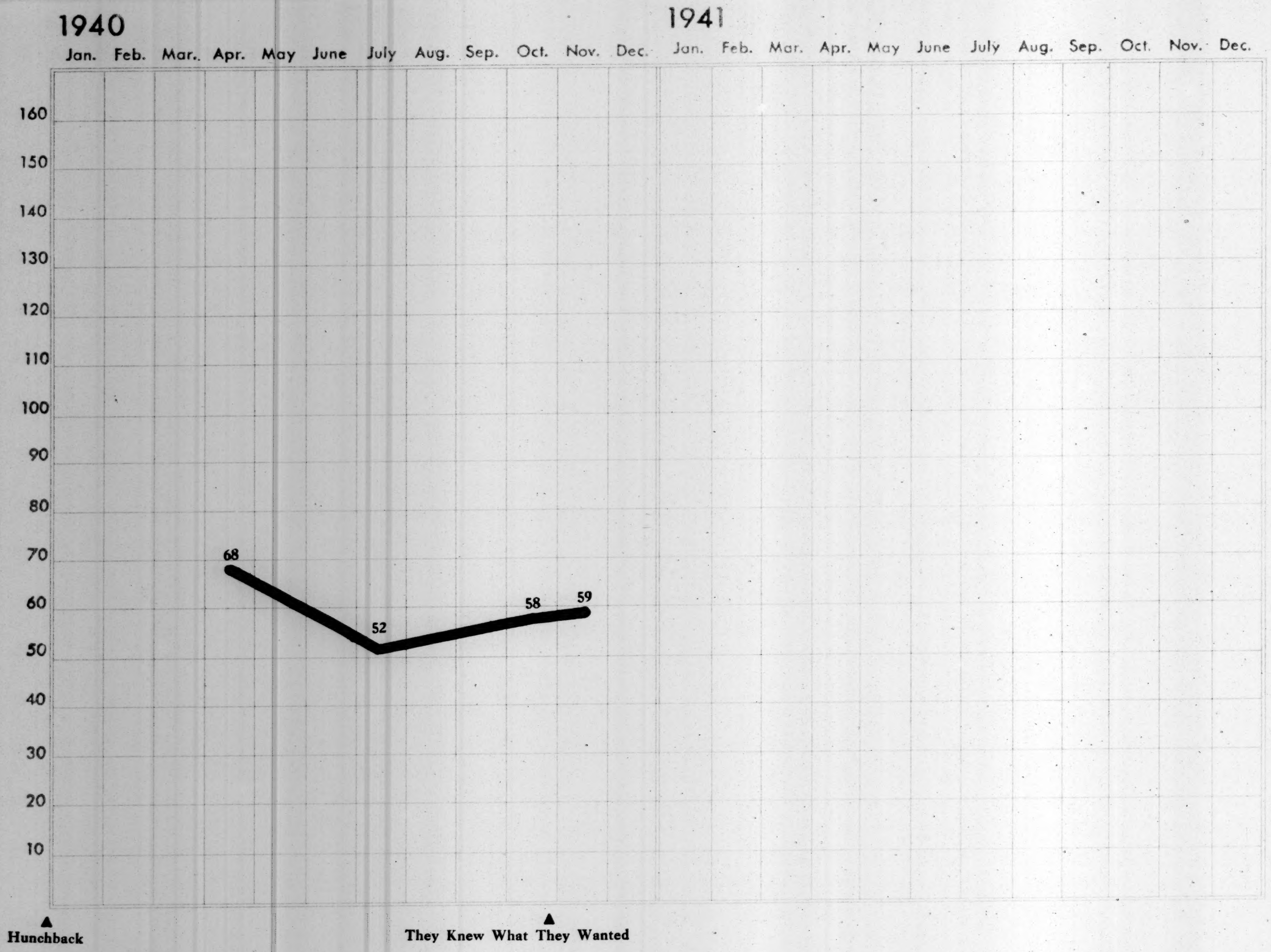

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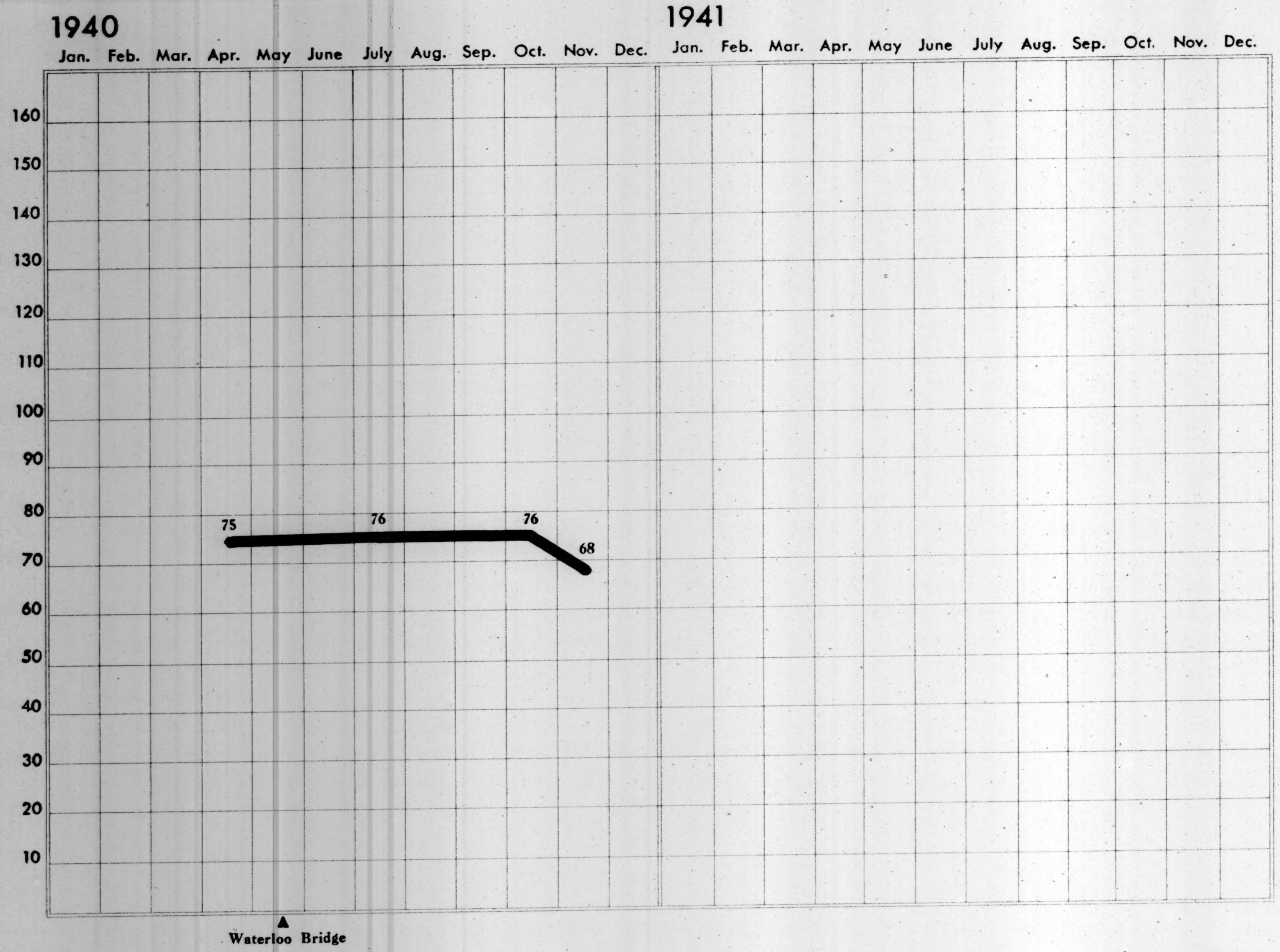

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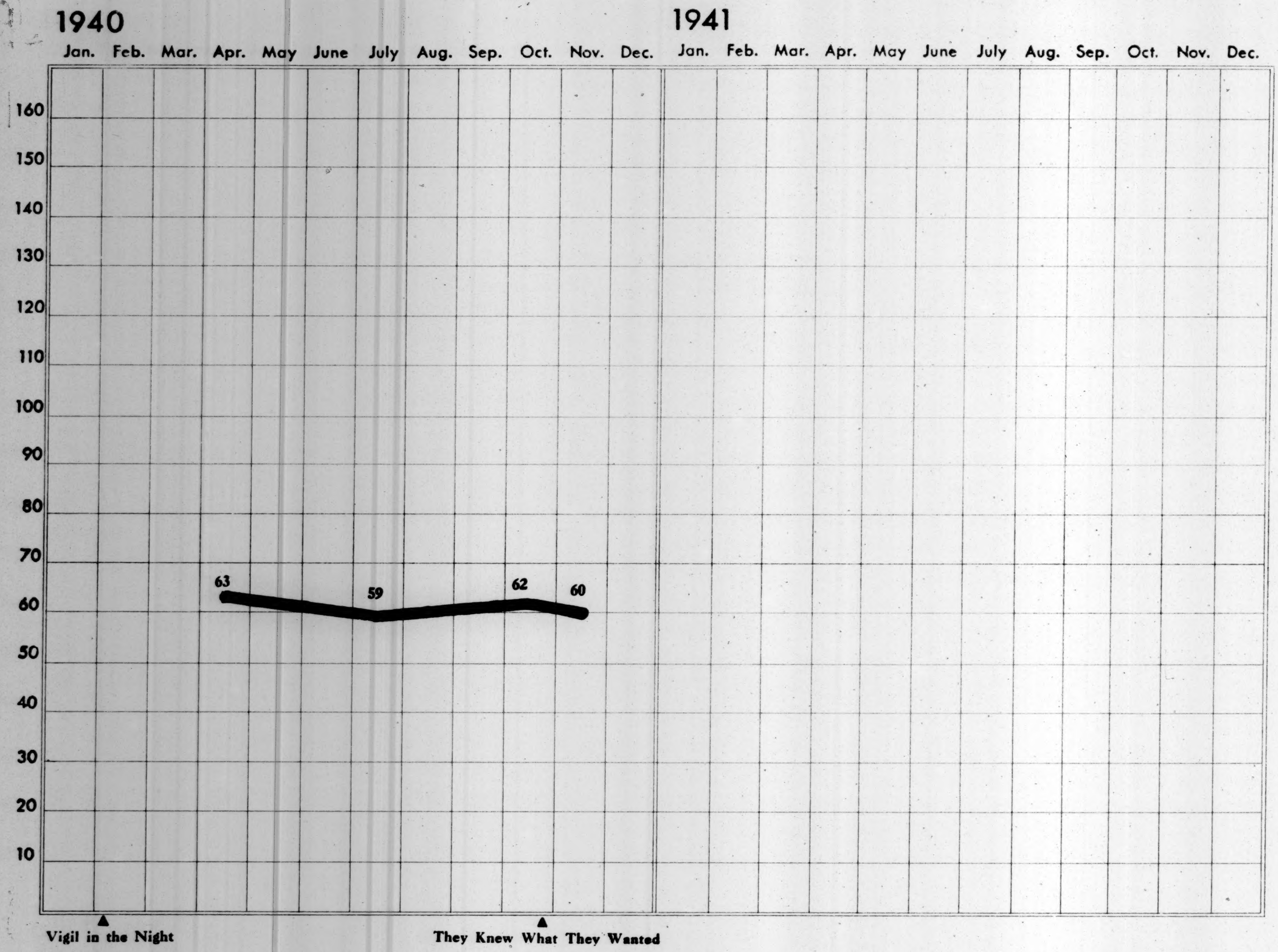

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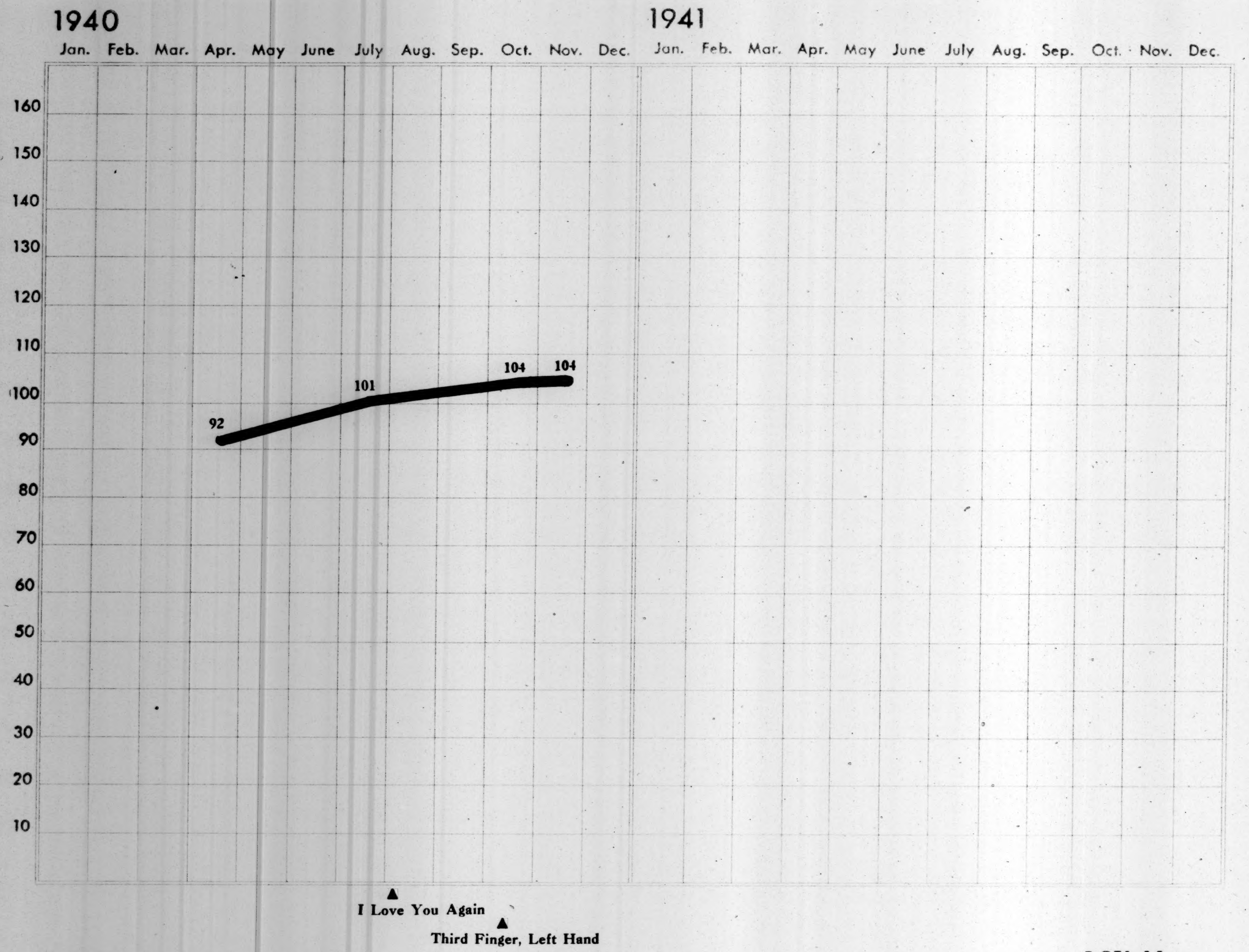
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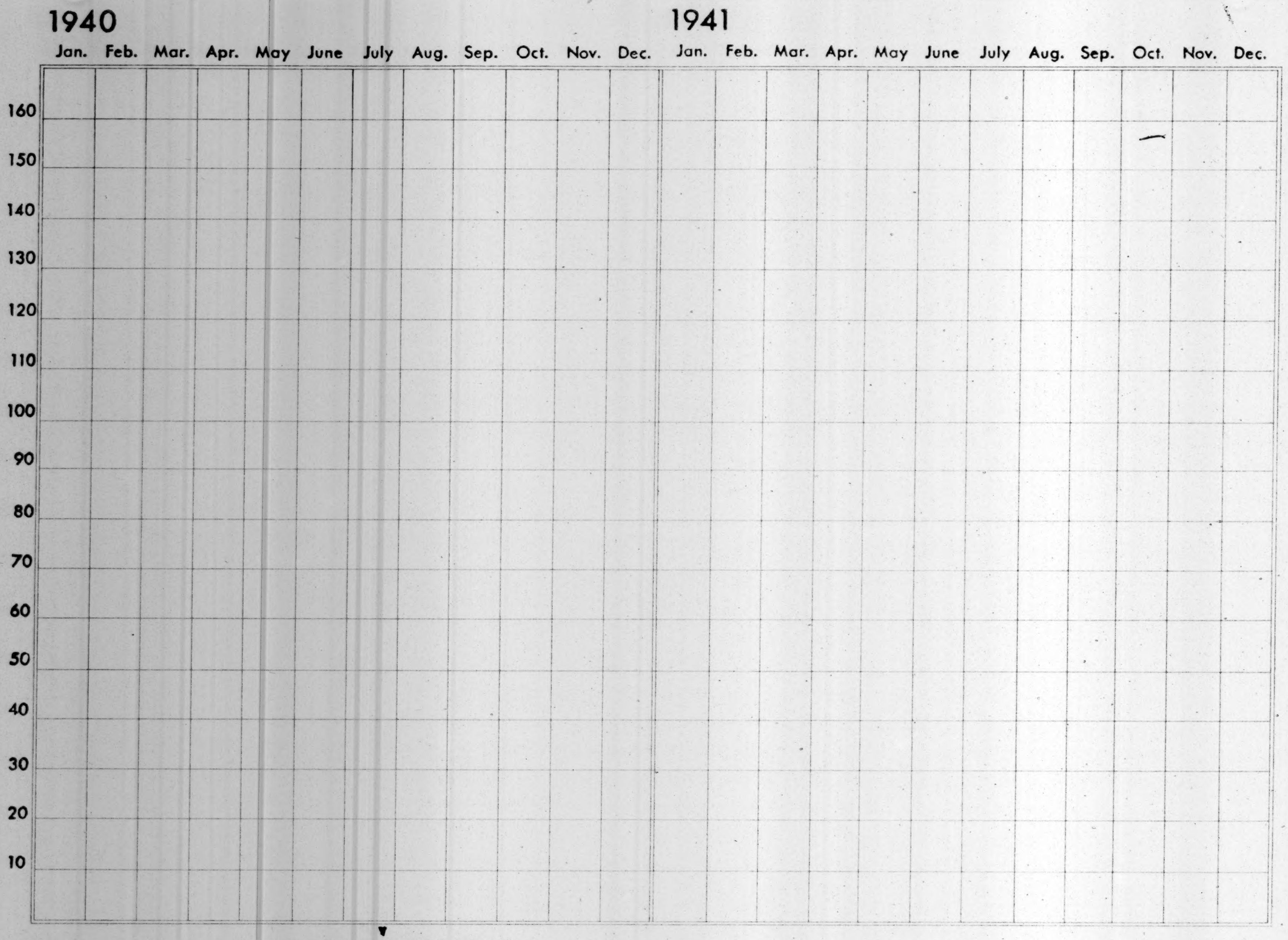
I Love You Again
Third Finger, Left Hand

LOY, Myrna



My Love Came Back

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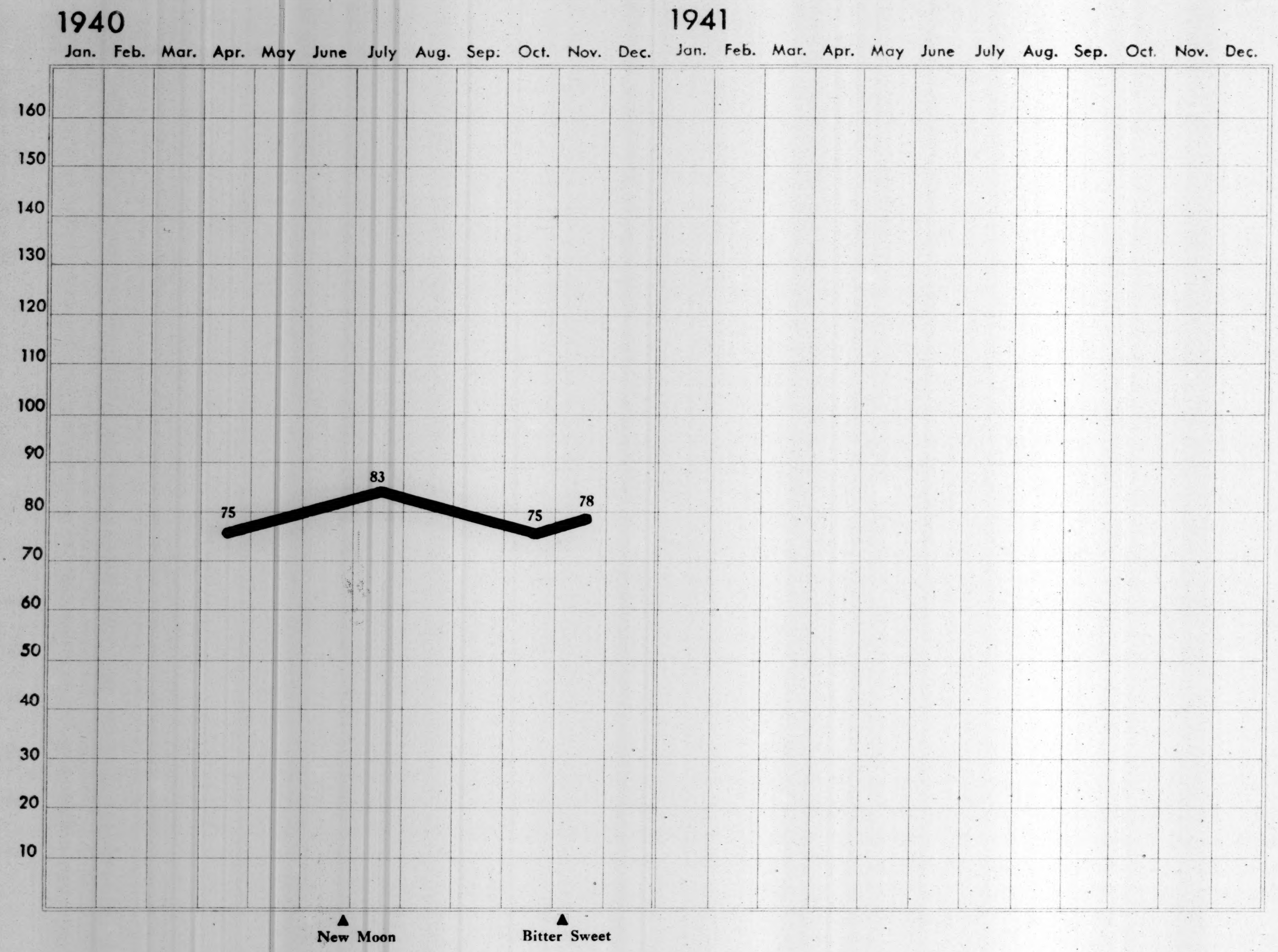

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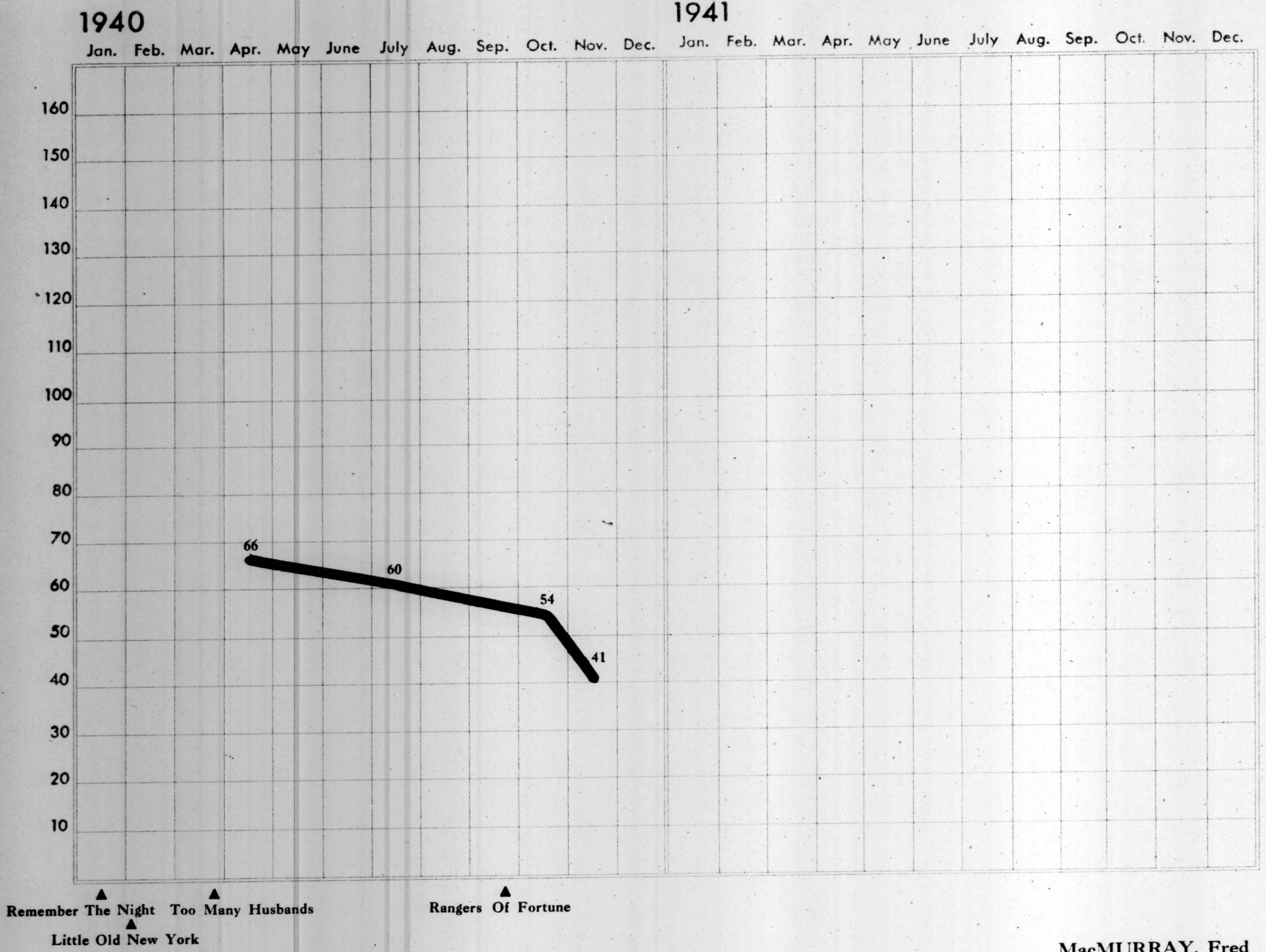

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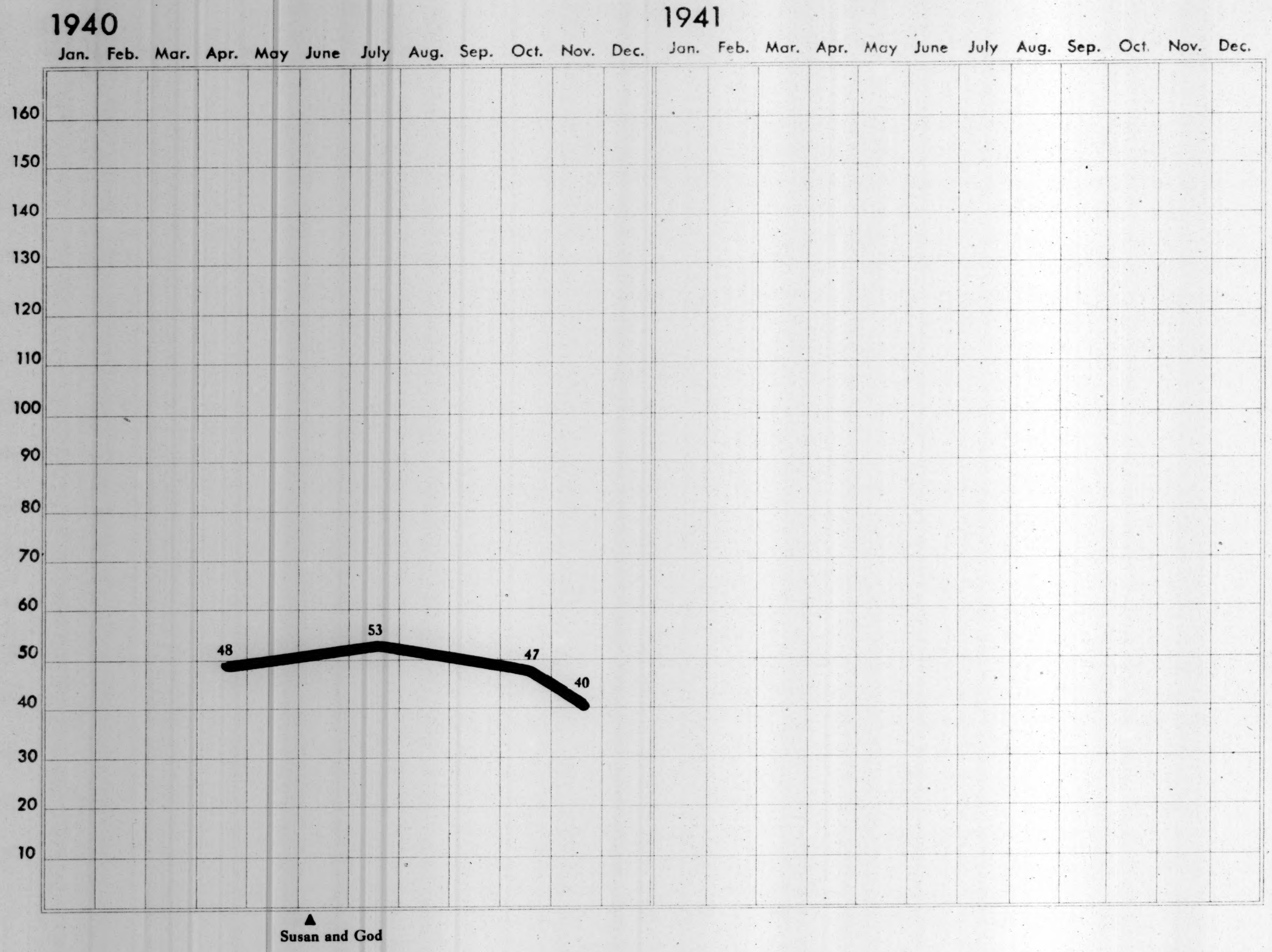

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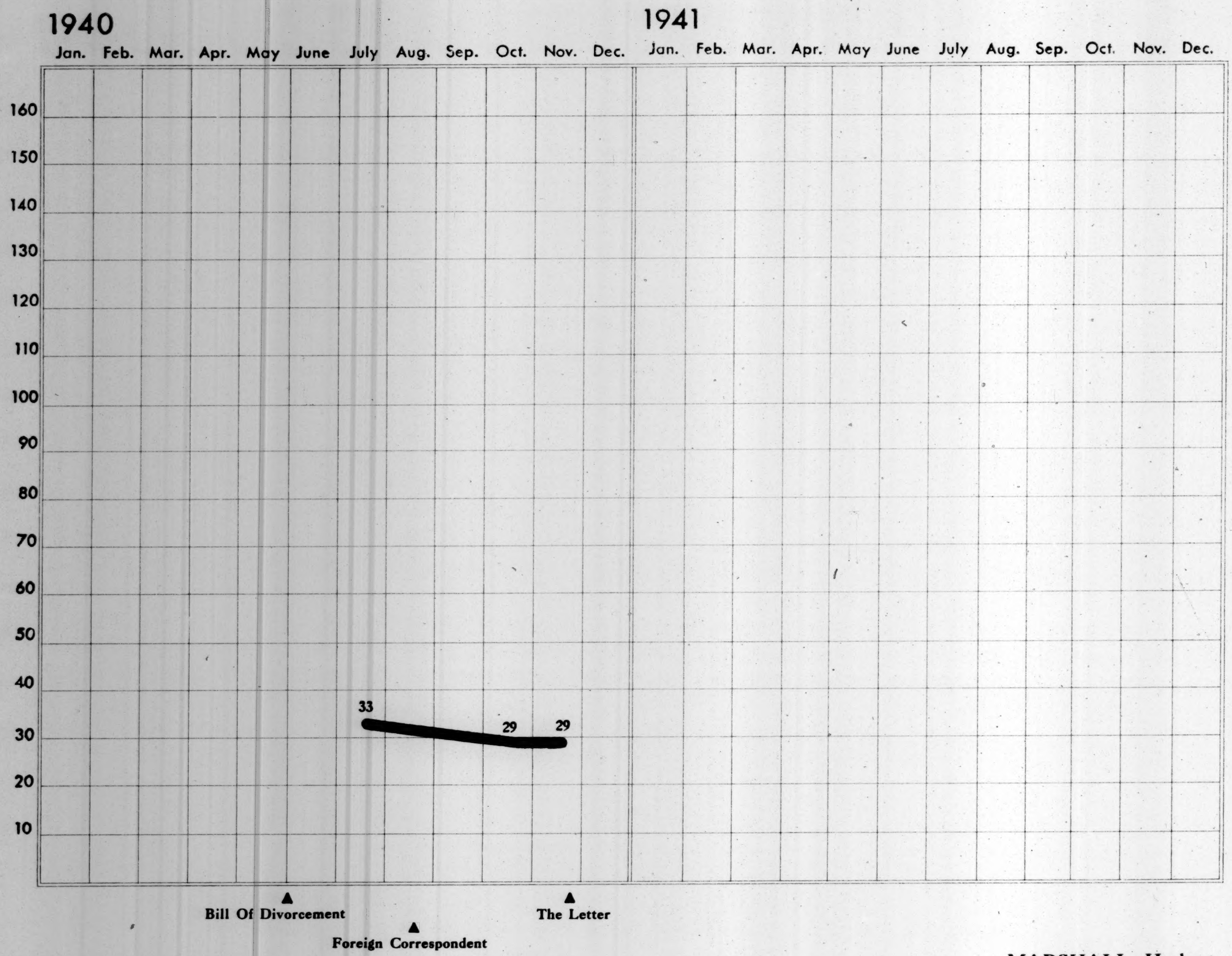

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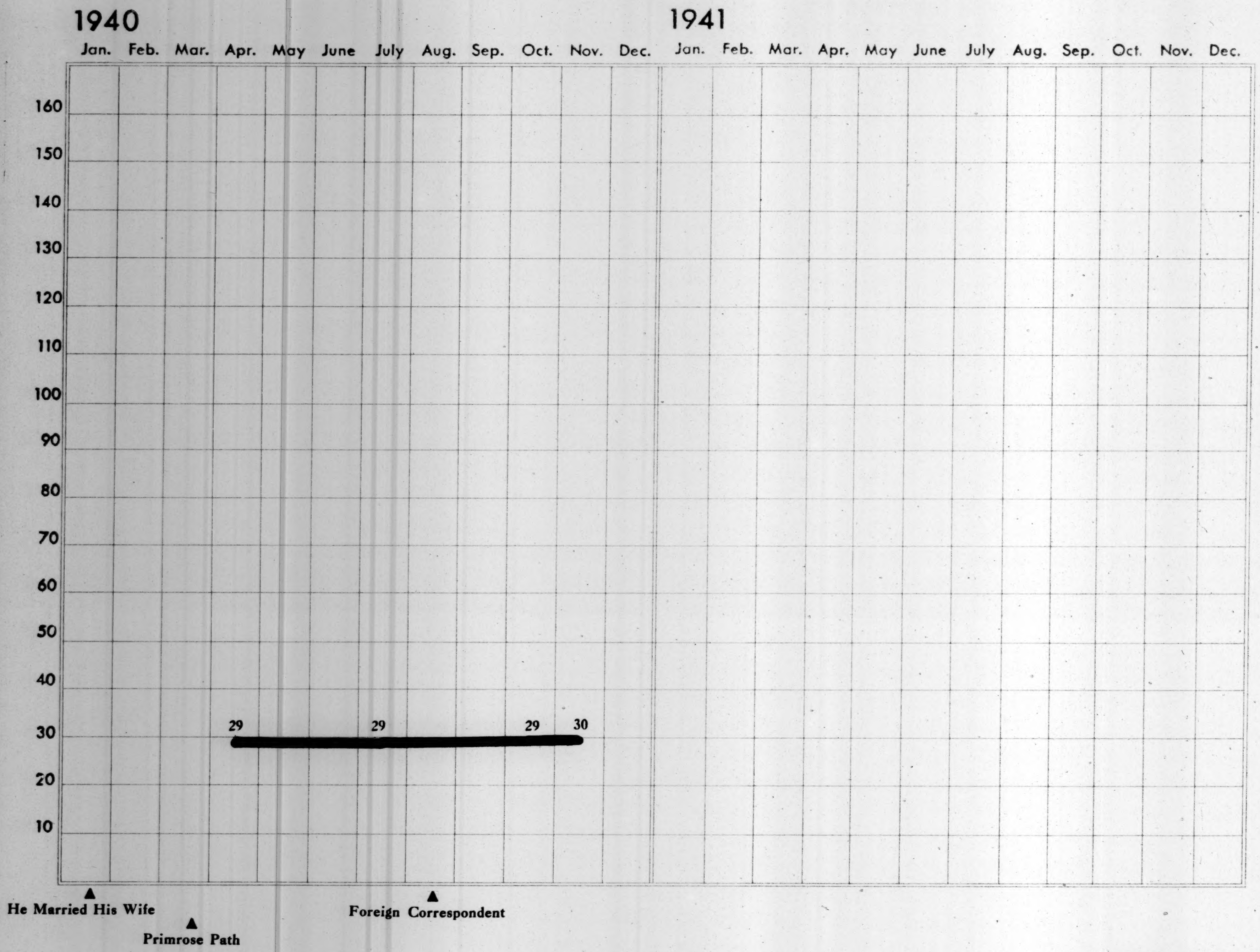
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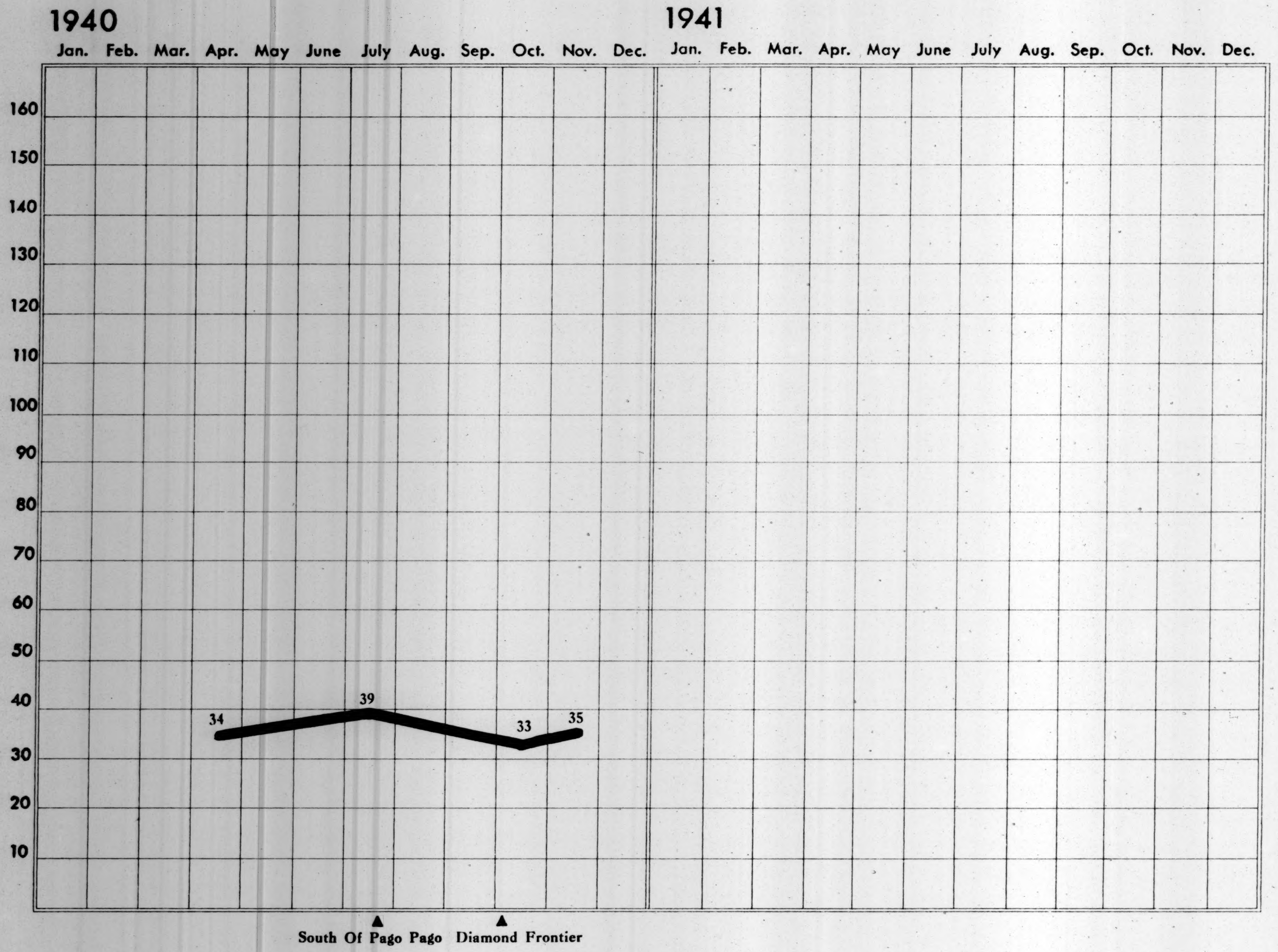
He Married His Wife
Primrose Path
Foreign Correspondent

McCREA, Joel



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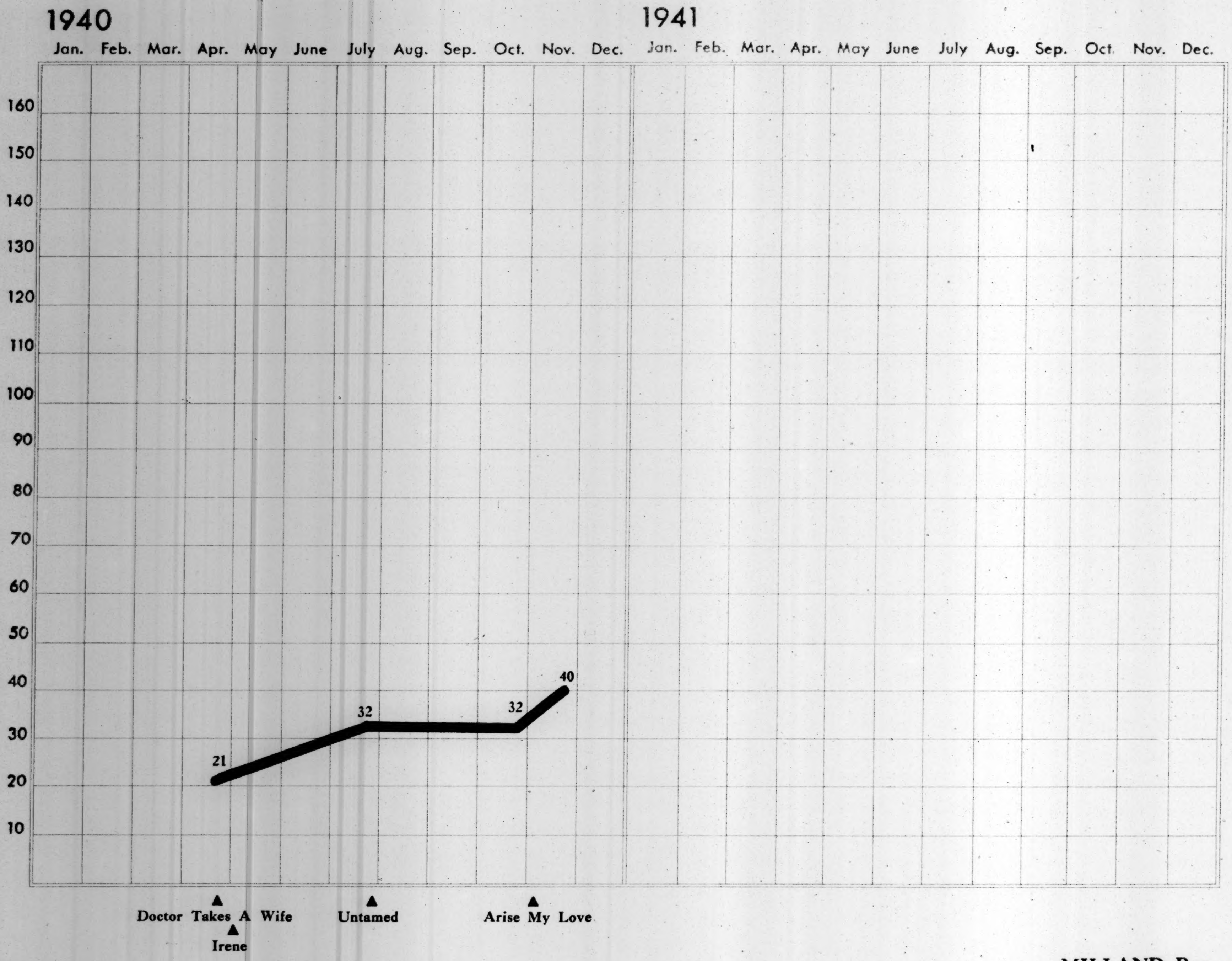
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Doctor Takes A Wife
Irene
Untamed
Arise My Love

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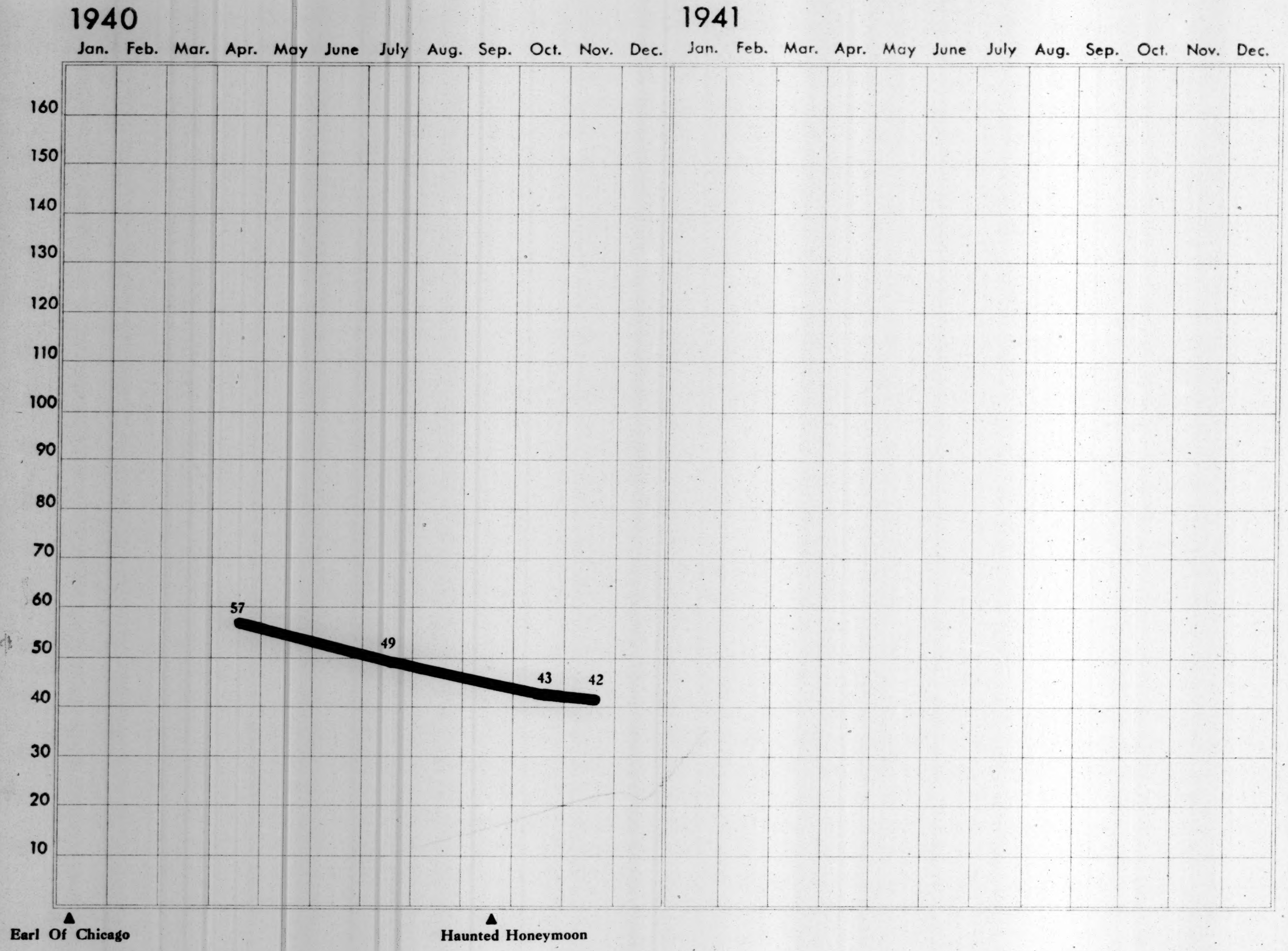

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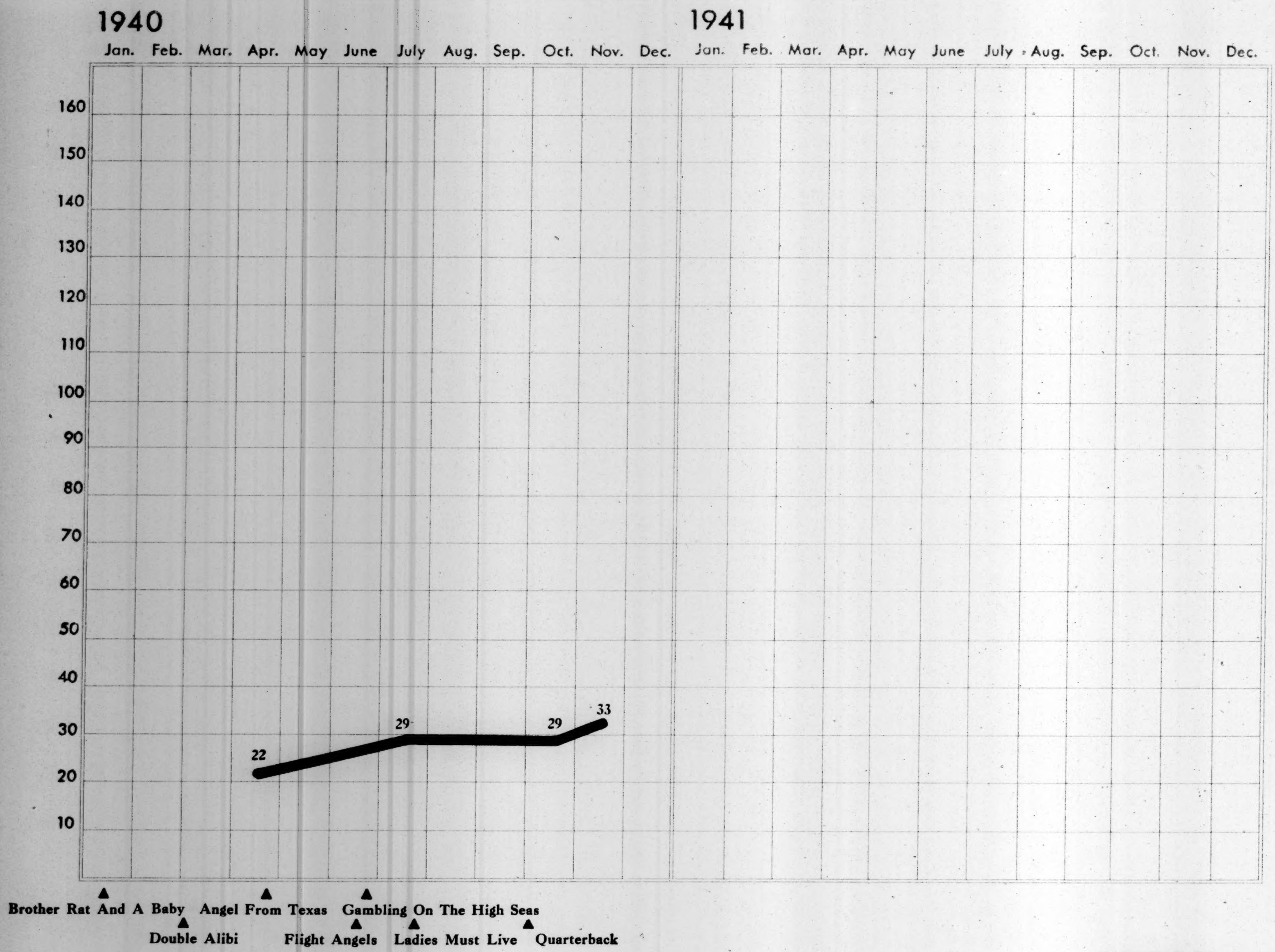

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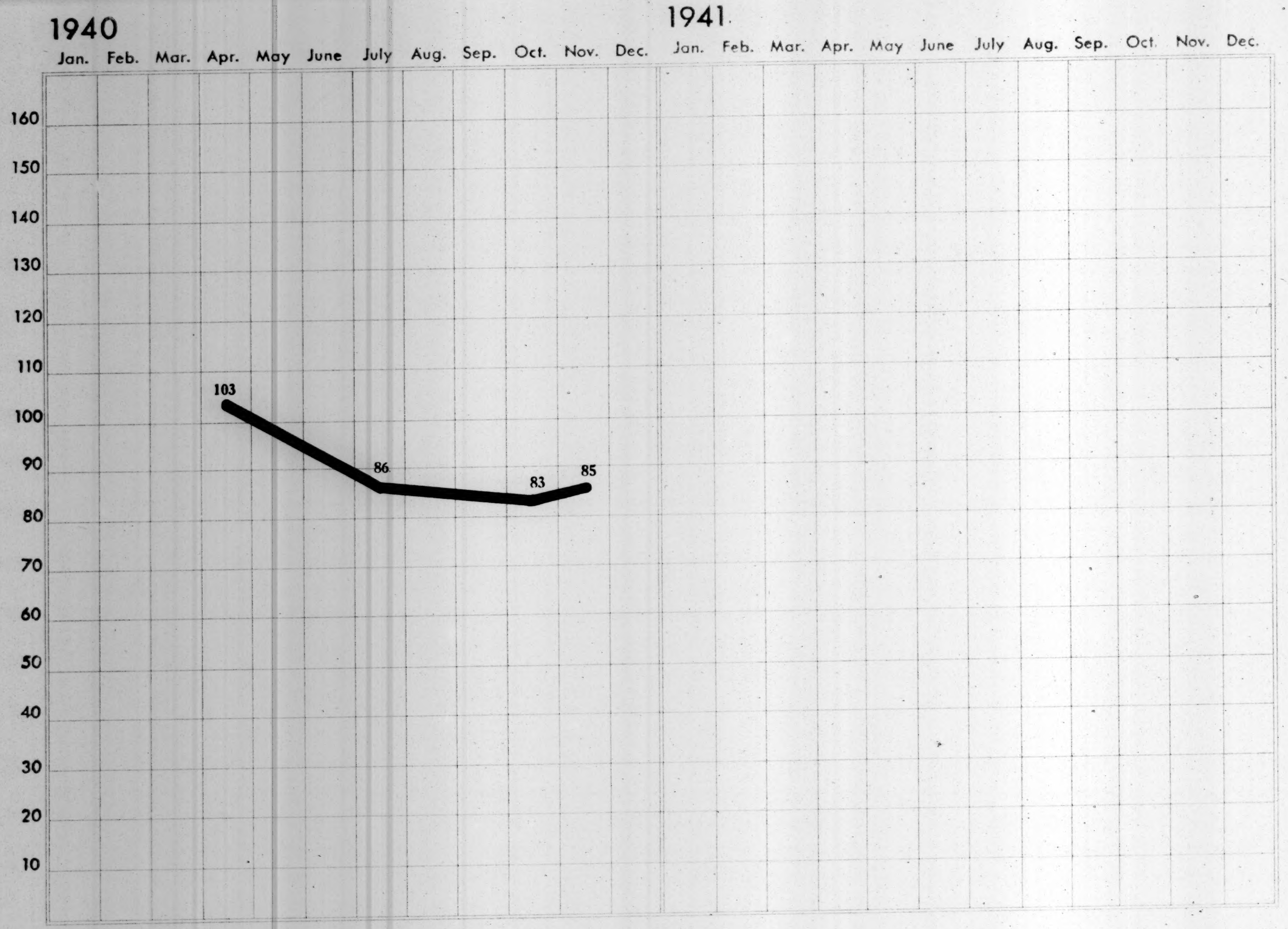
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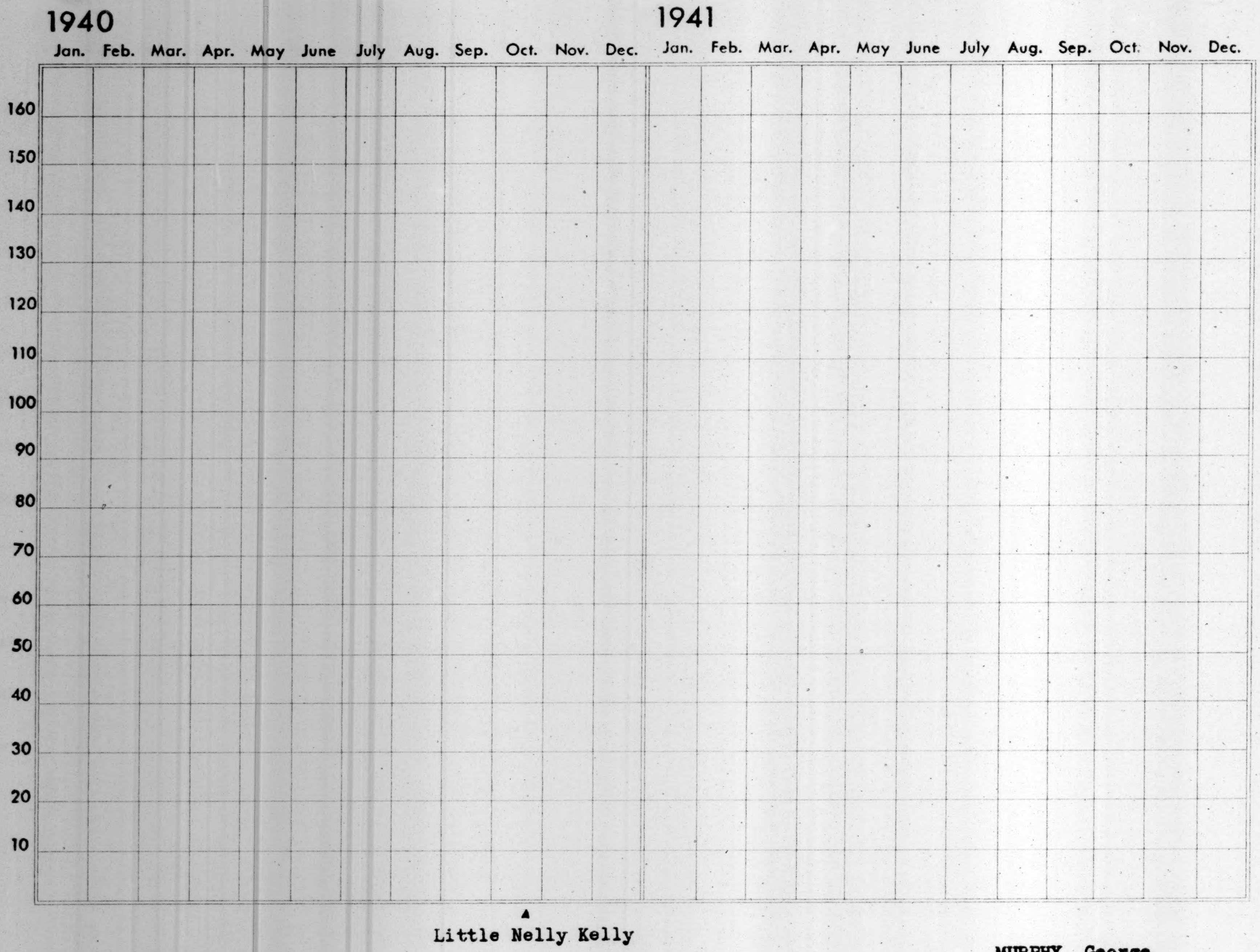

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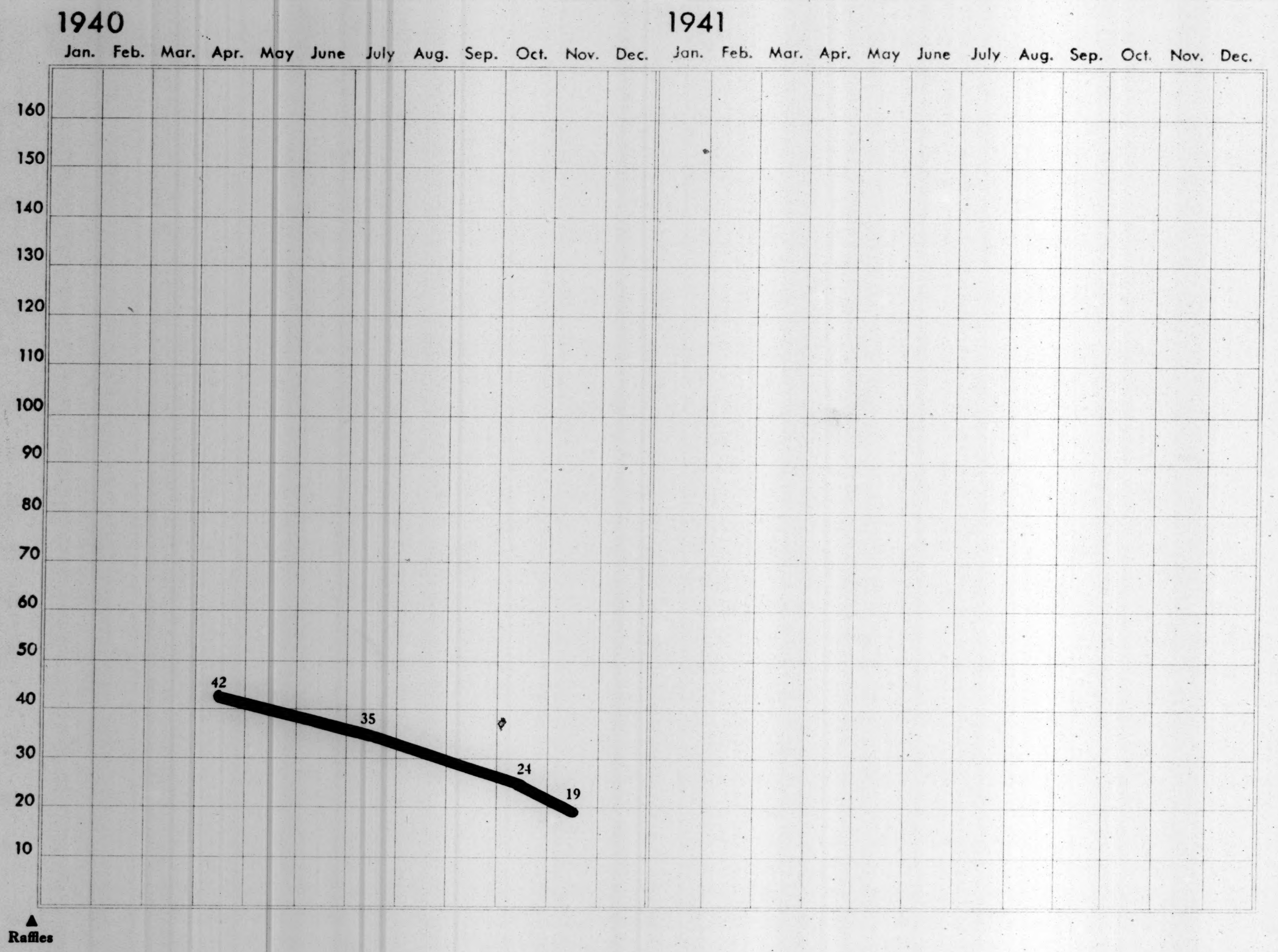
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Raffles

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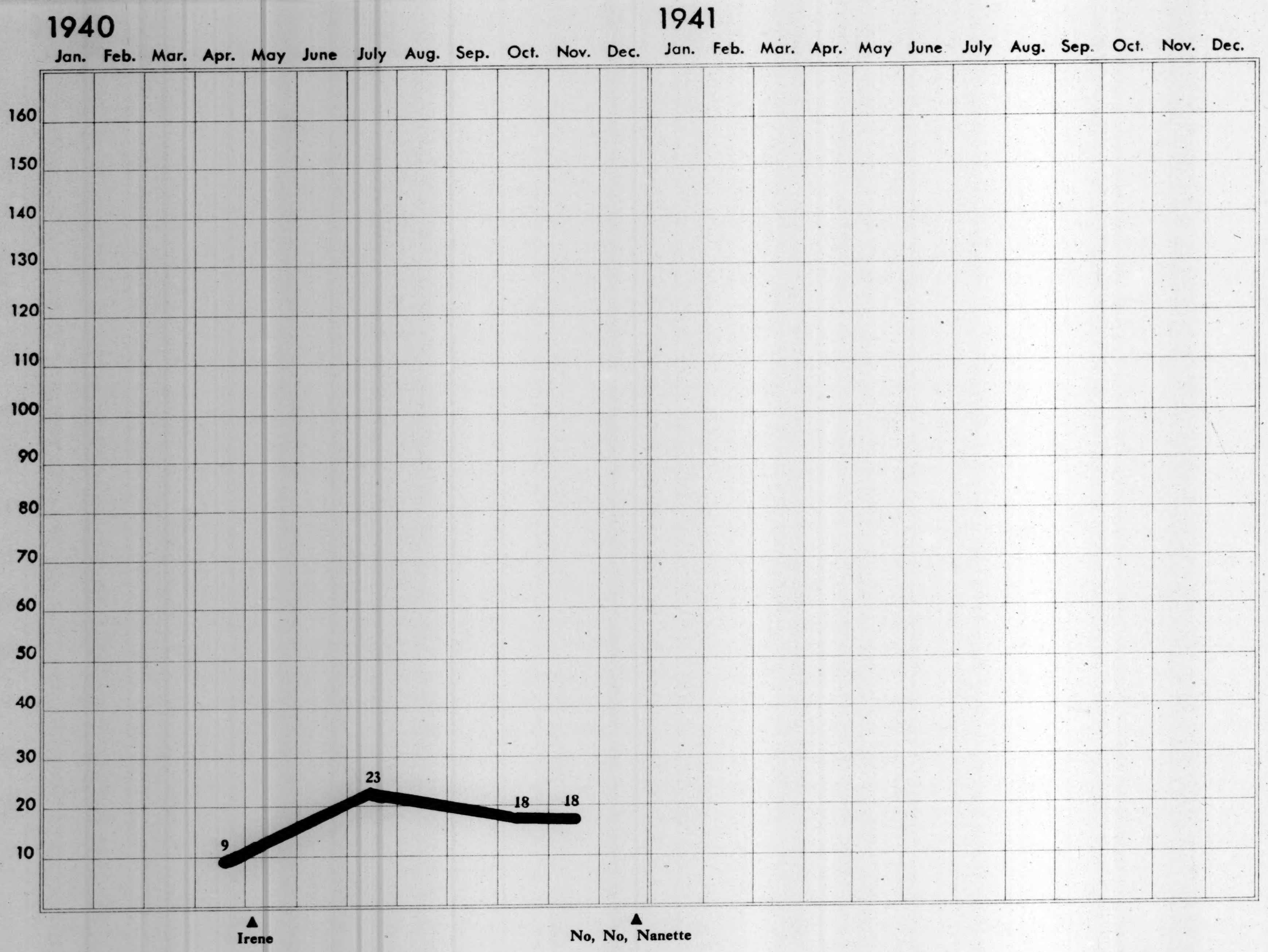
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No, No, Nanette

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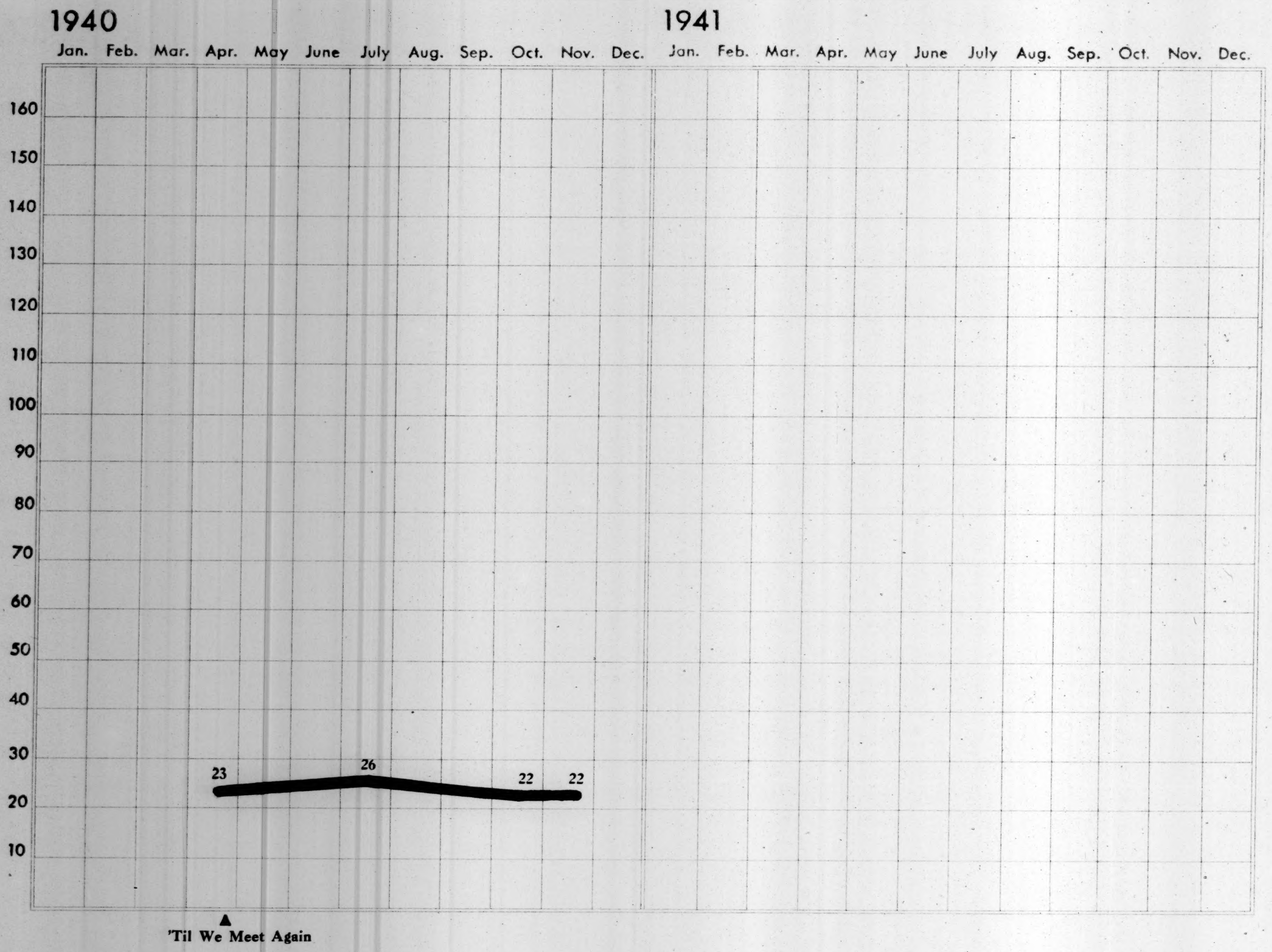

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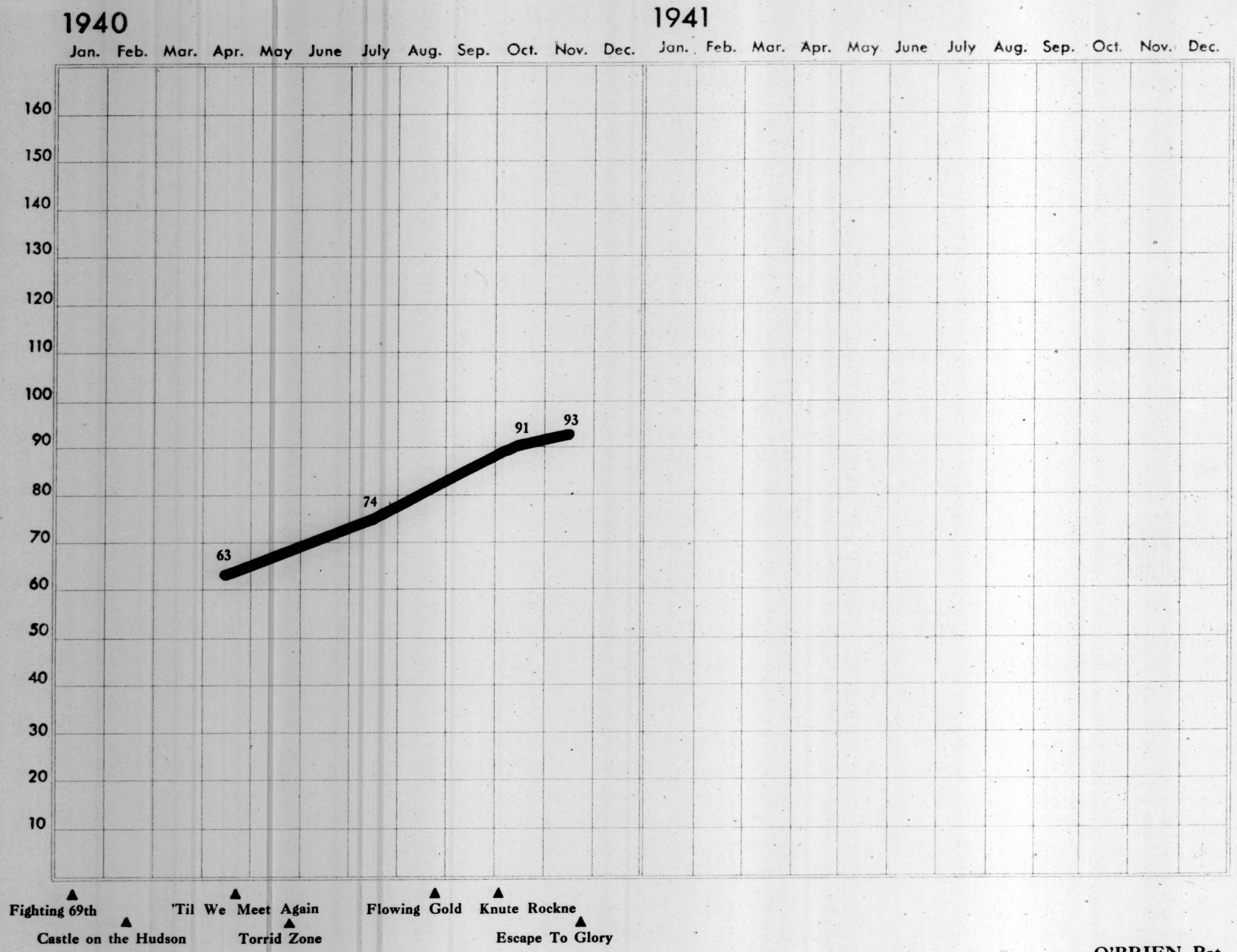
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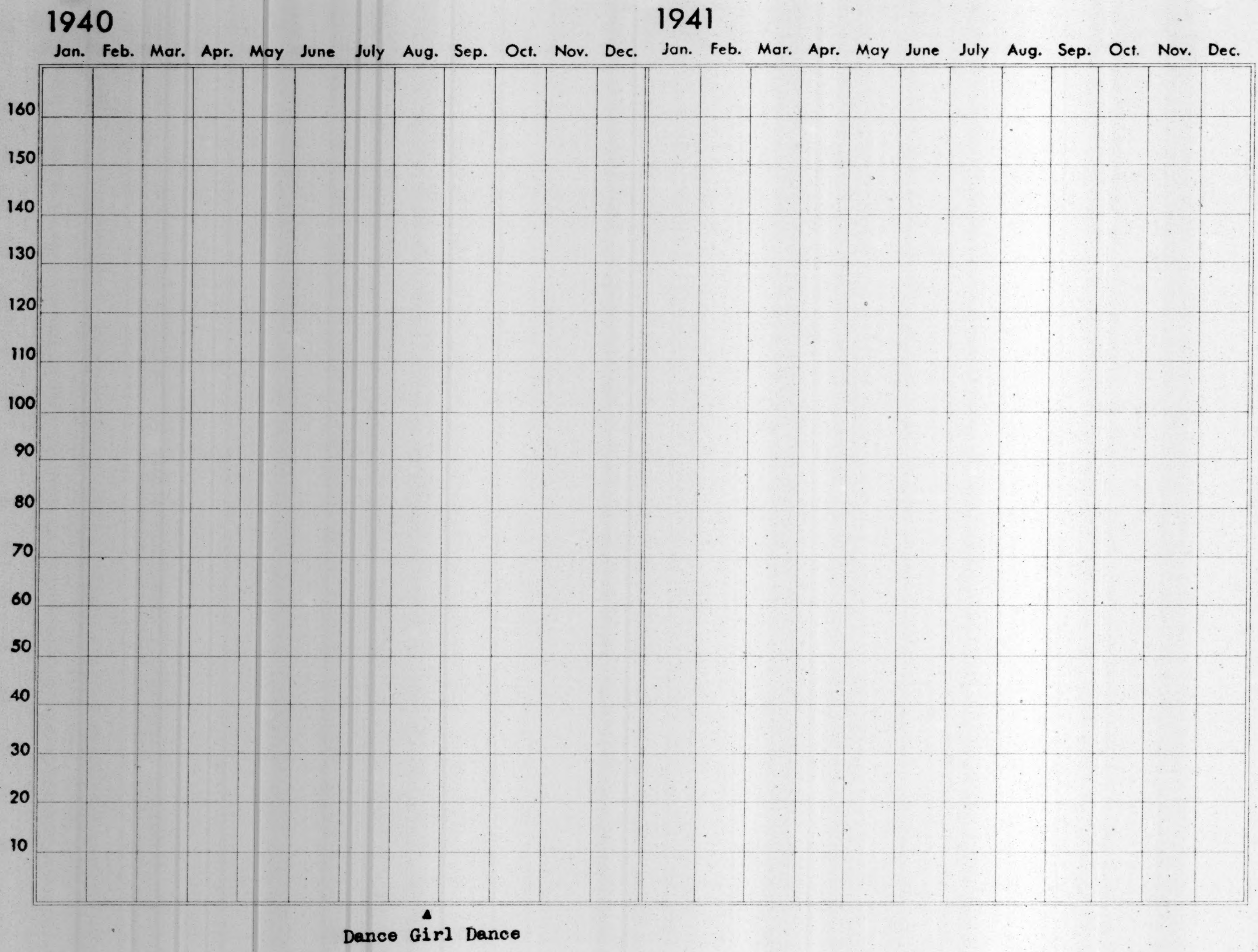
Fighting 69th
Castle on the Hudson
'Til We Meet Again
Torrid Zone
Flowing Gold
Knute Rockne
Escape To Glory

O'BRIEN, Pat



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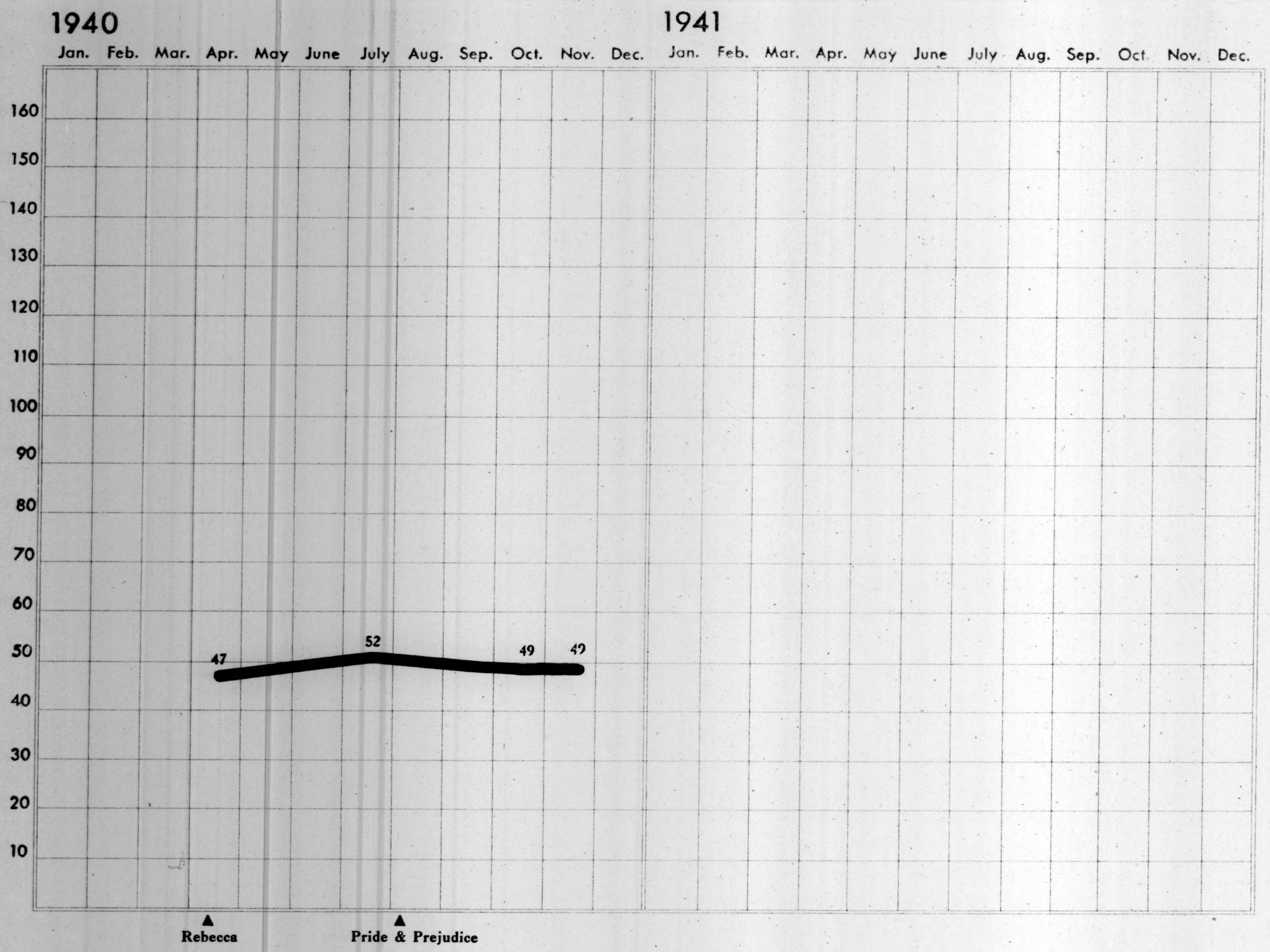

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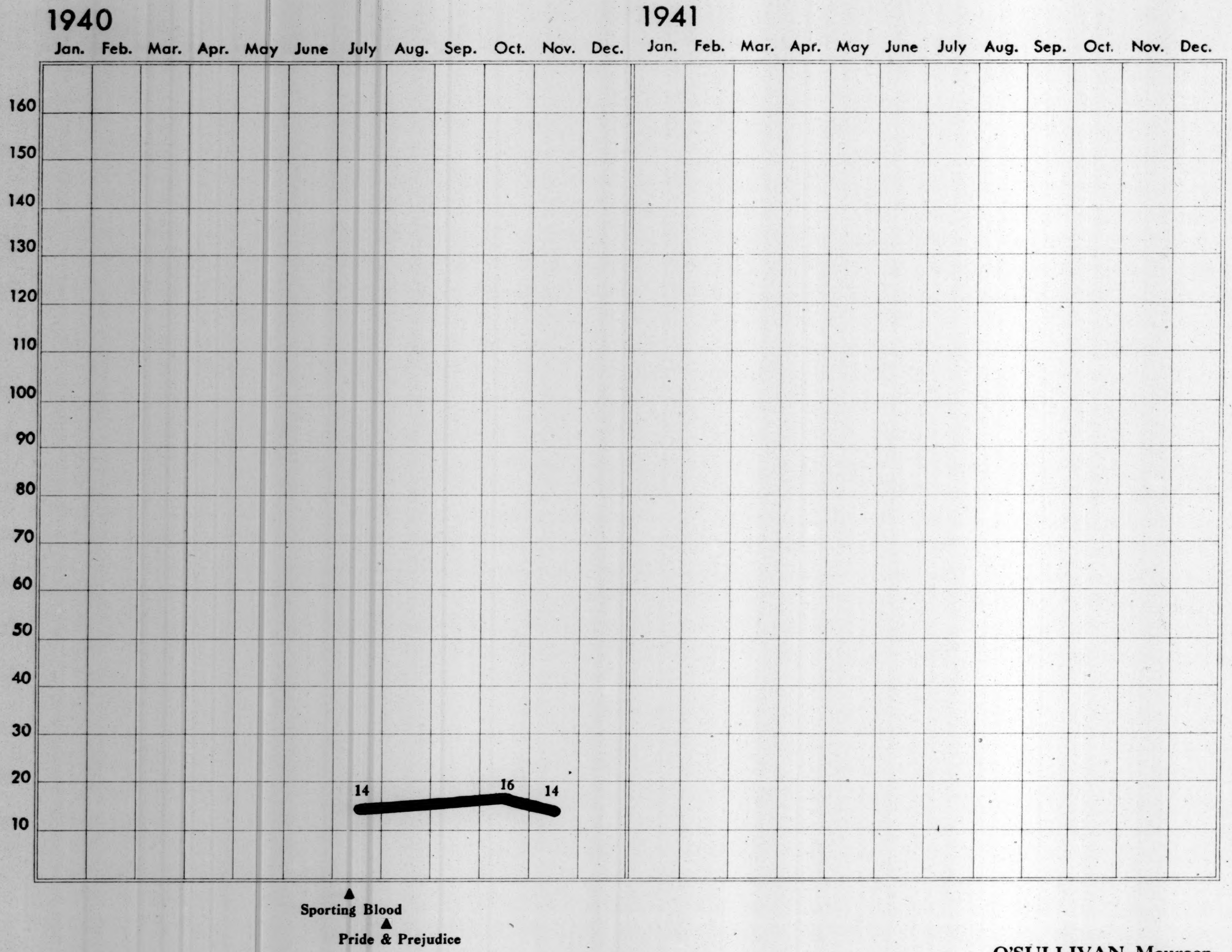

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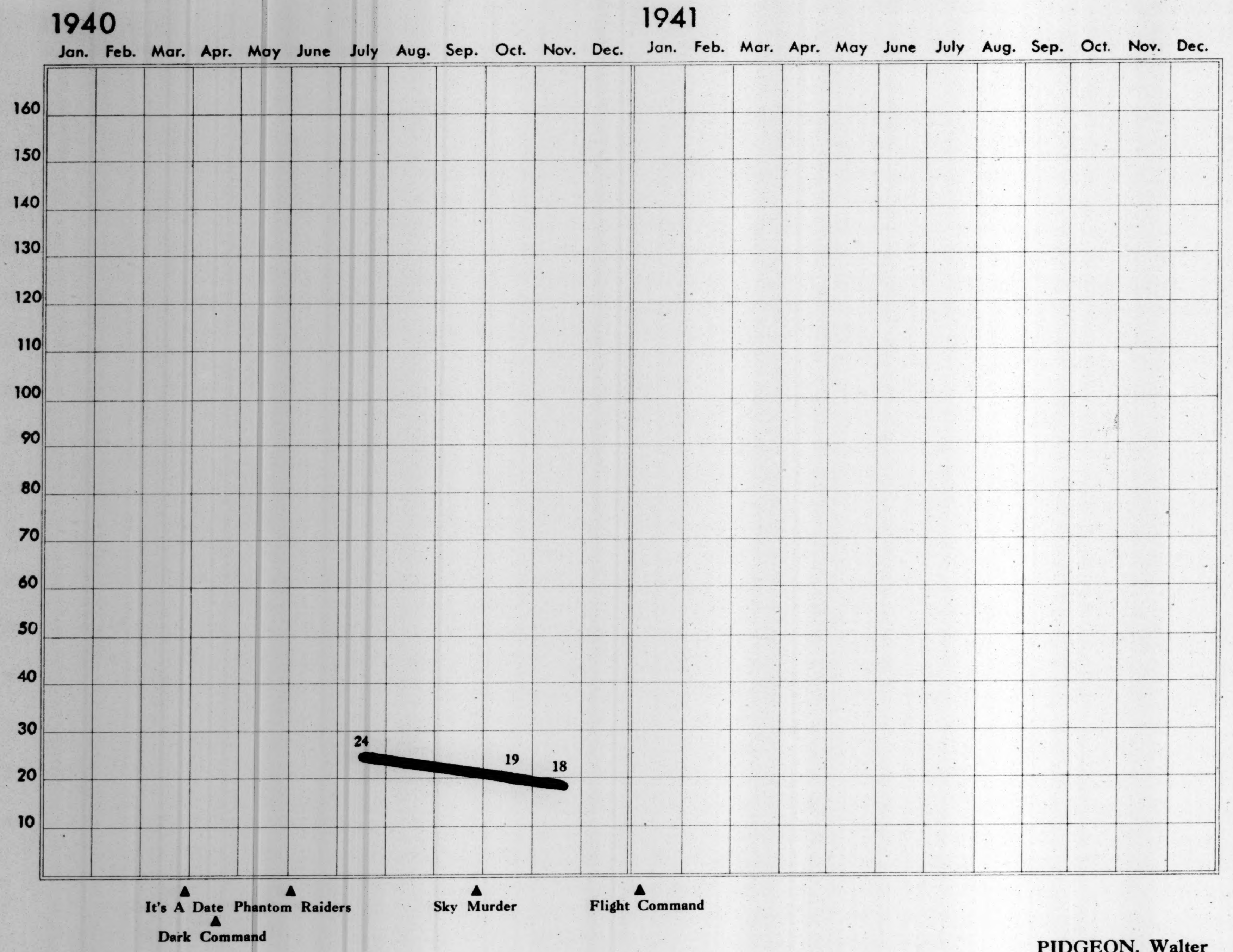

PIDGEON, Walter

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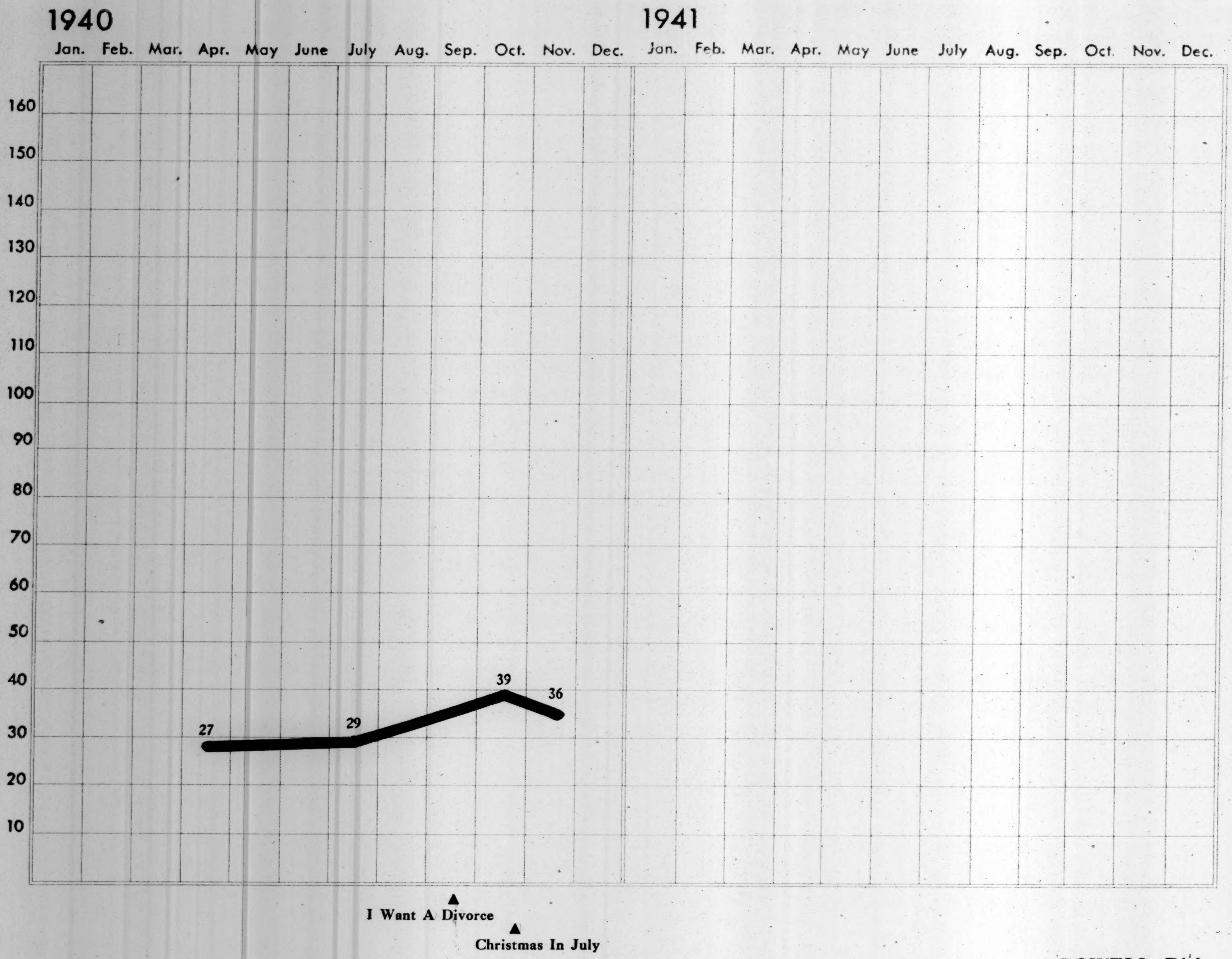
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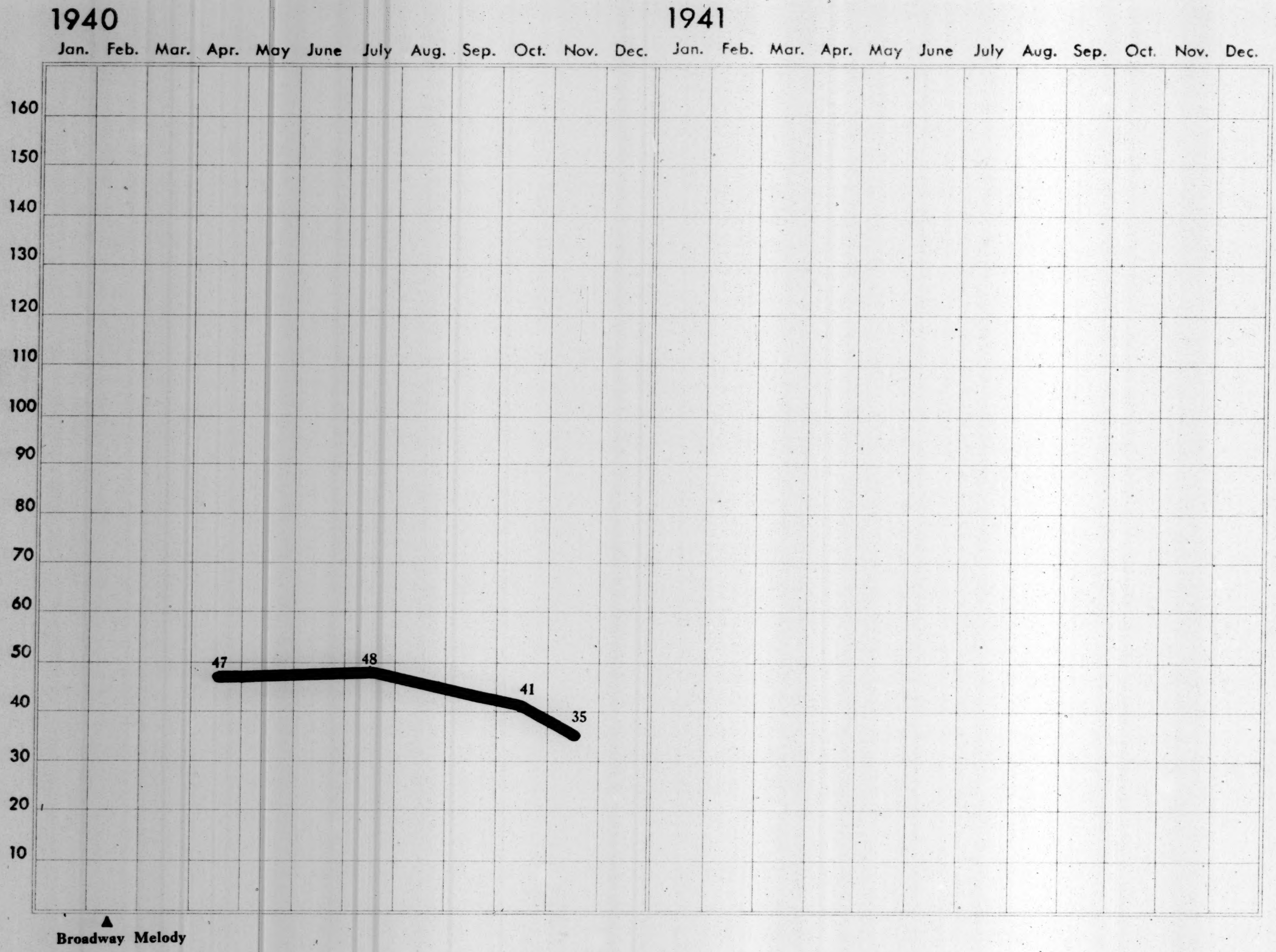
I Want A Divorce
Christmas In July

POWELL, Dick



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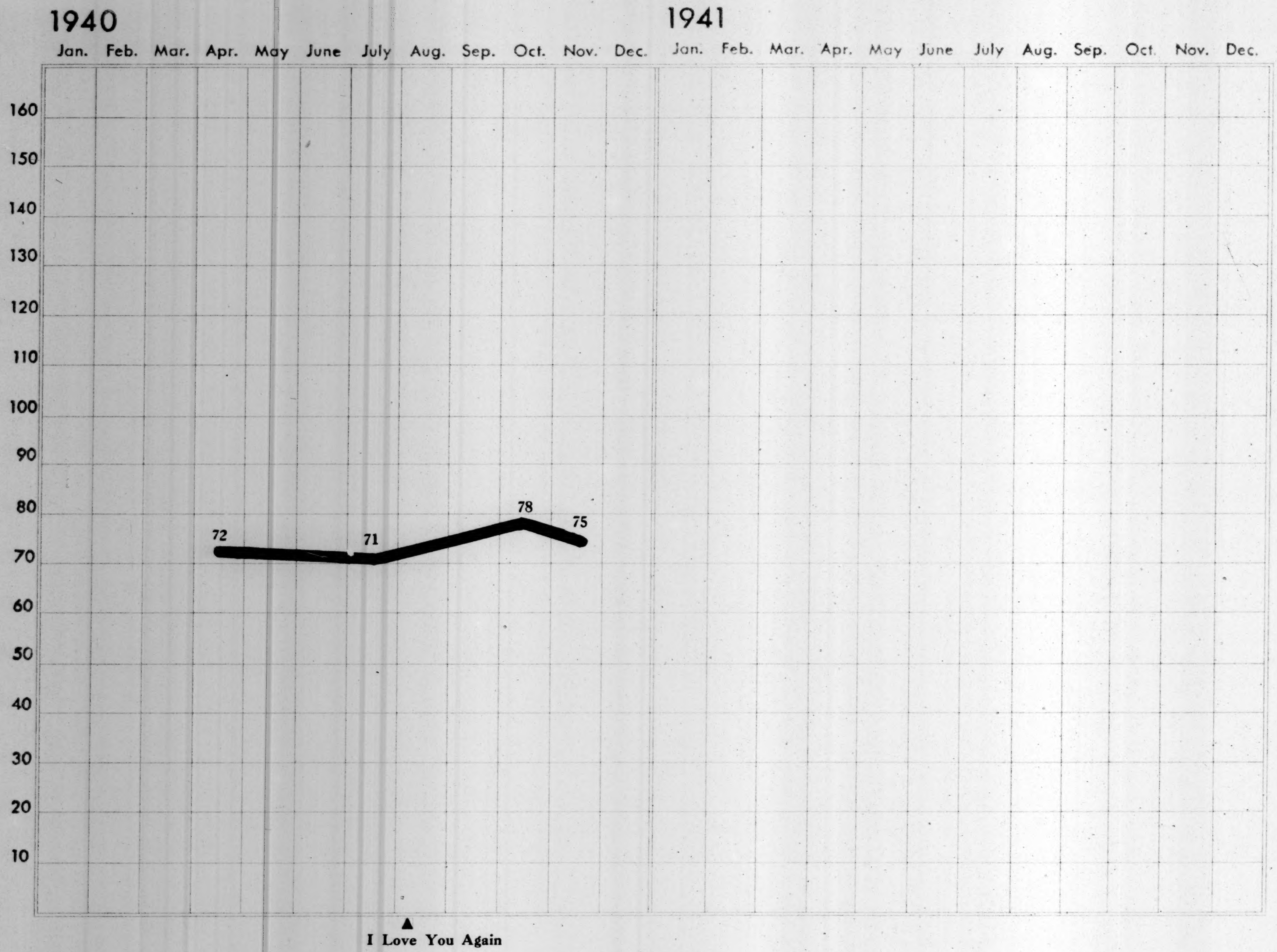

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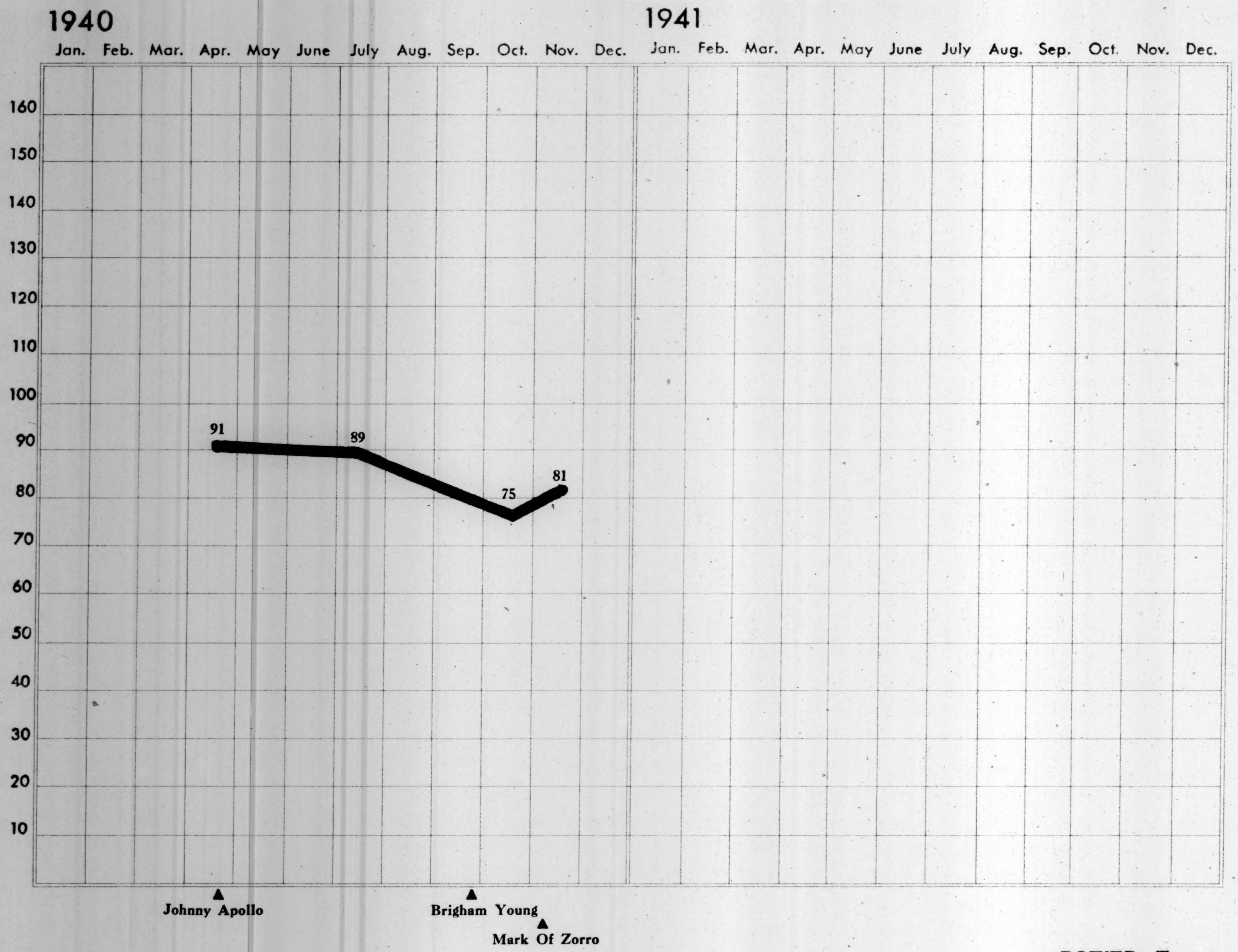

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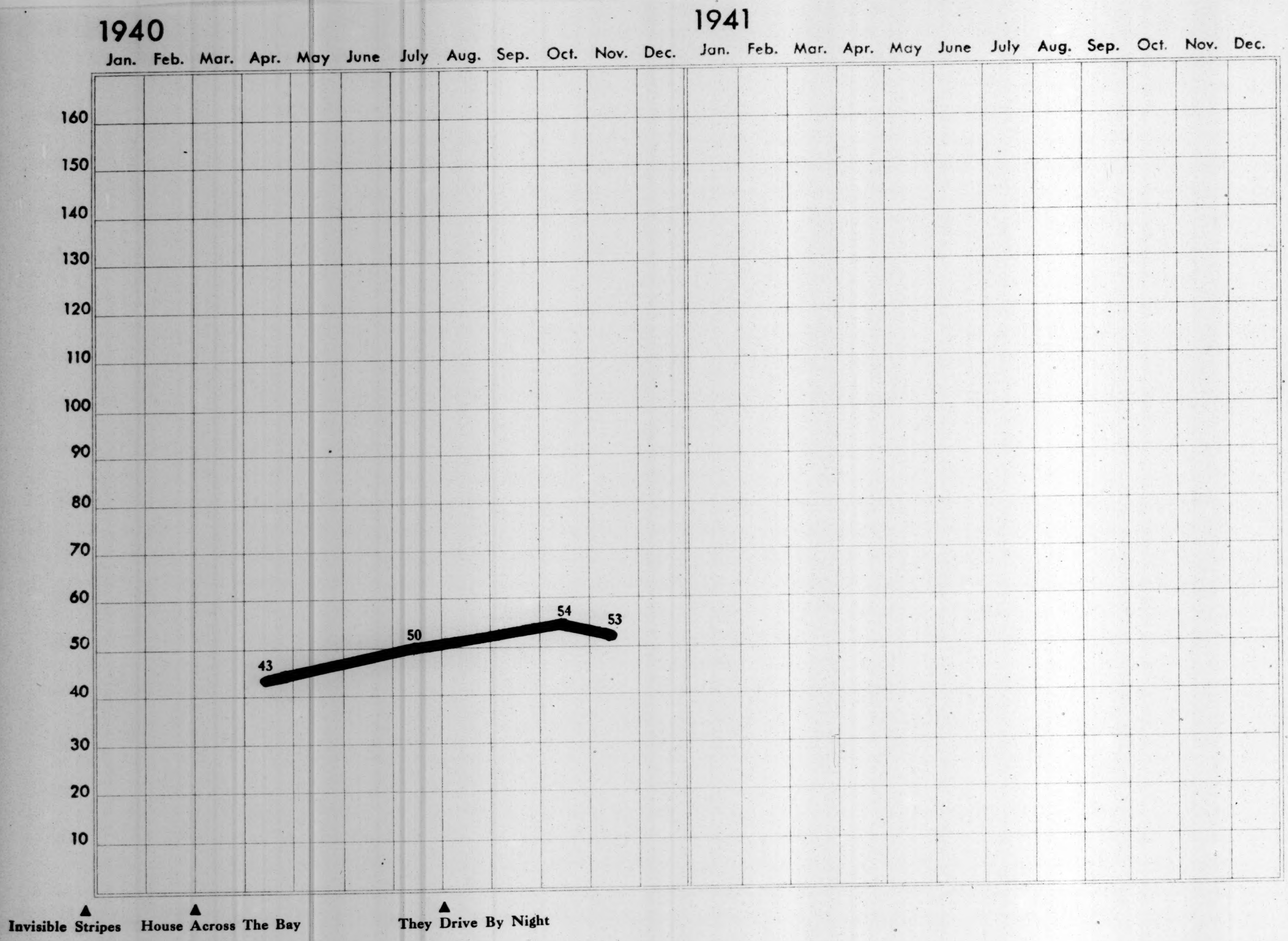
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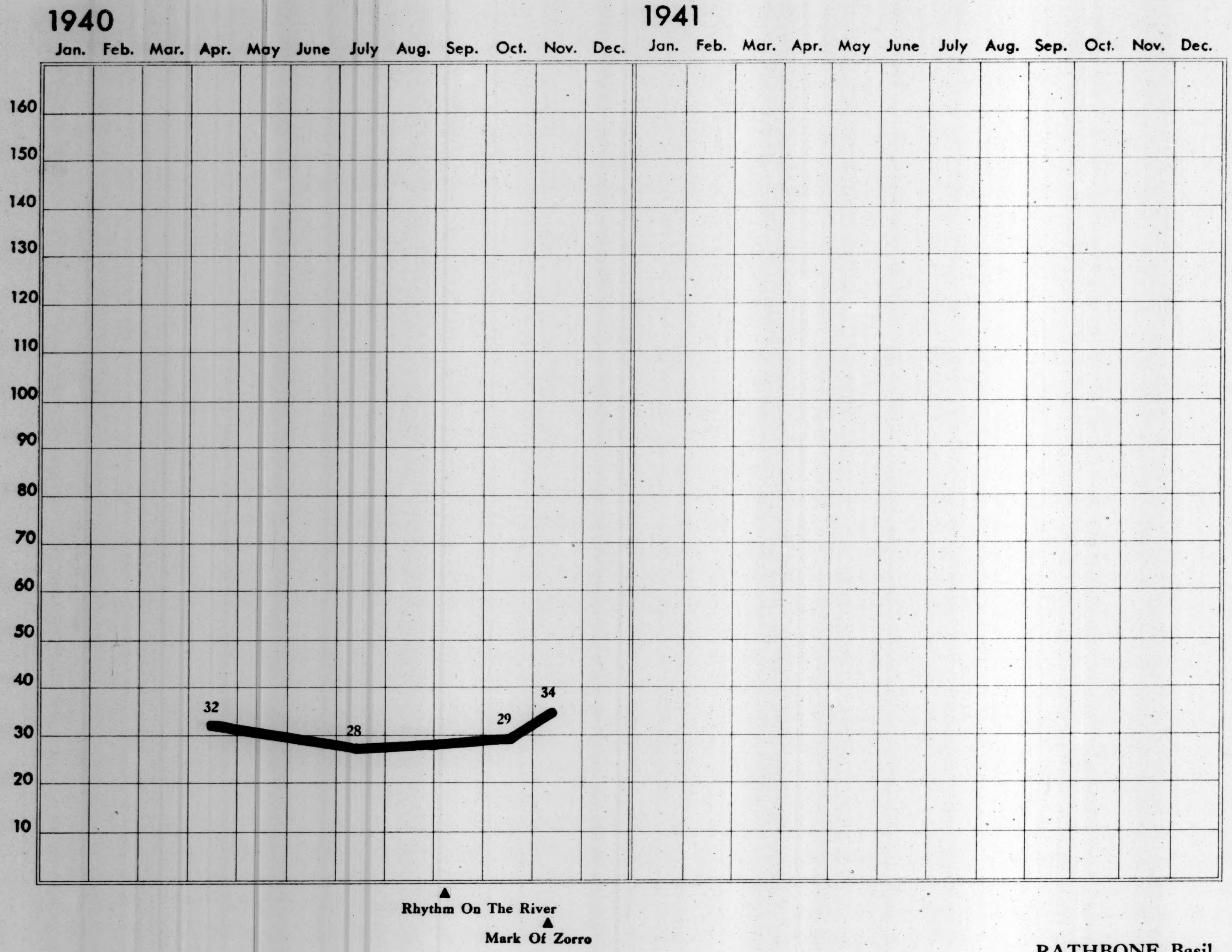
▲ Invisible Stripes
▲ House Across The Bay
▲ They Drive By Night

RAFT, George



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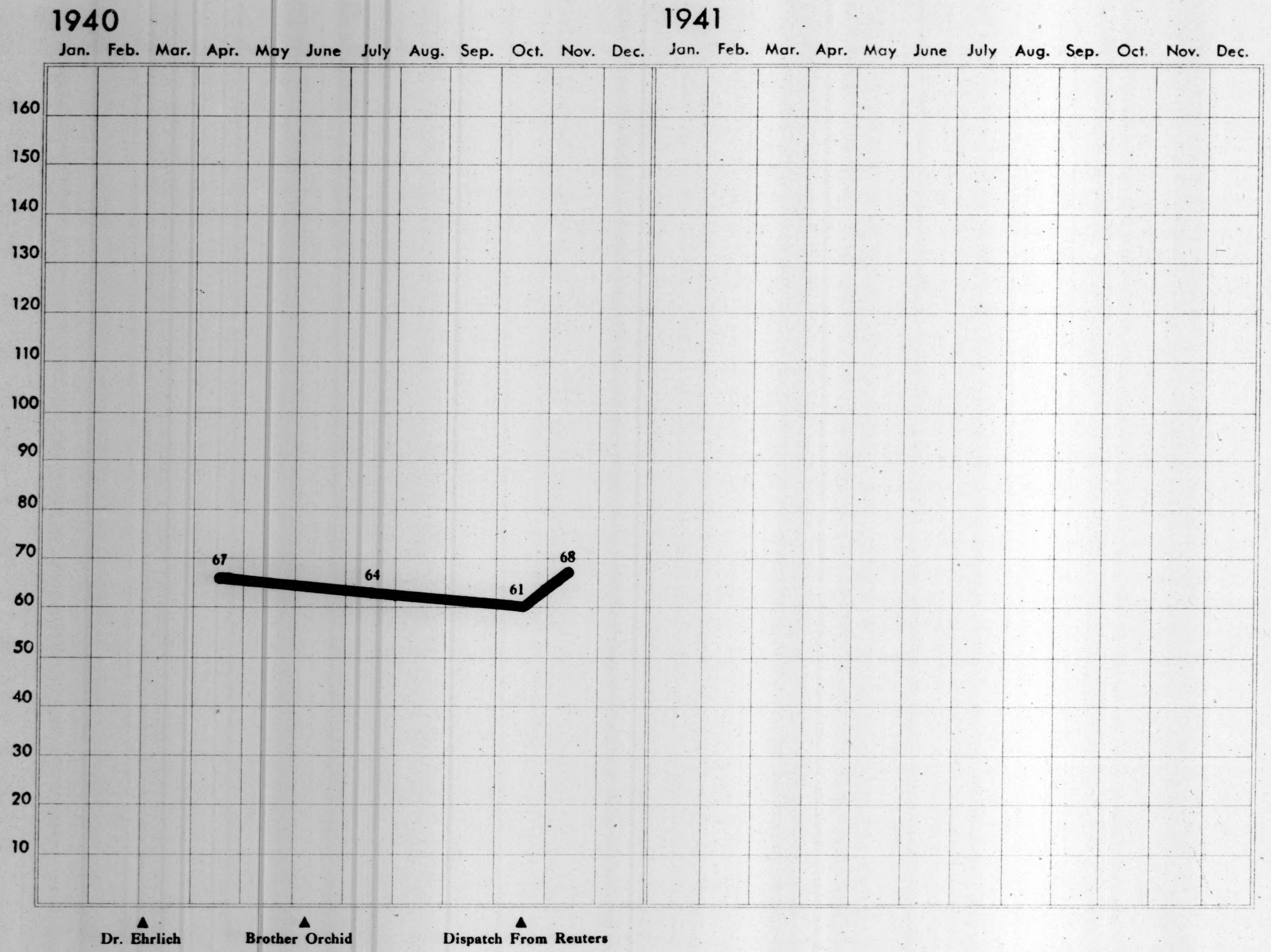
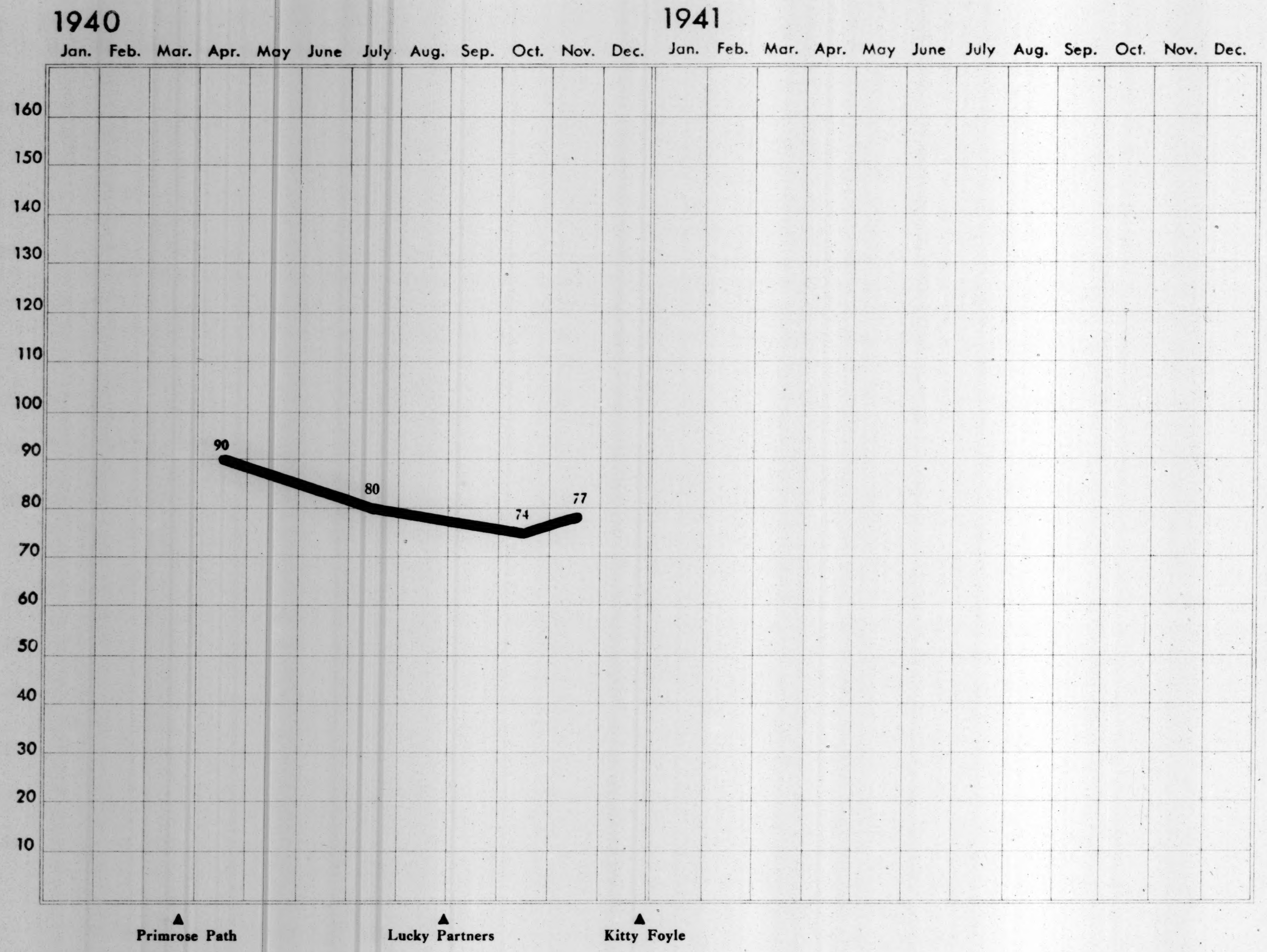
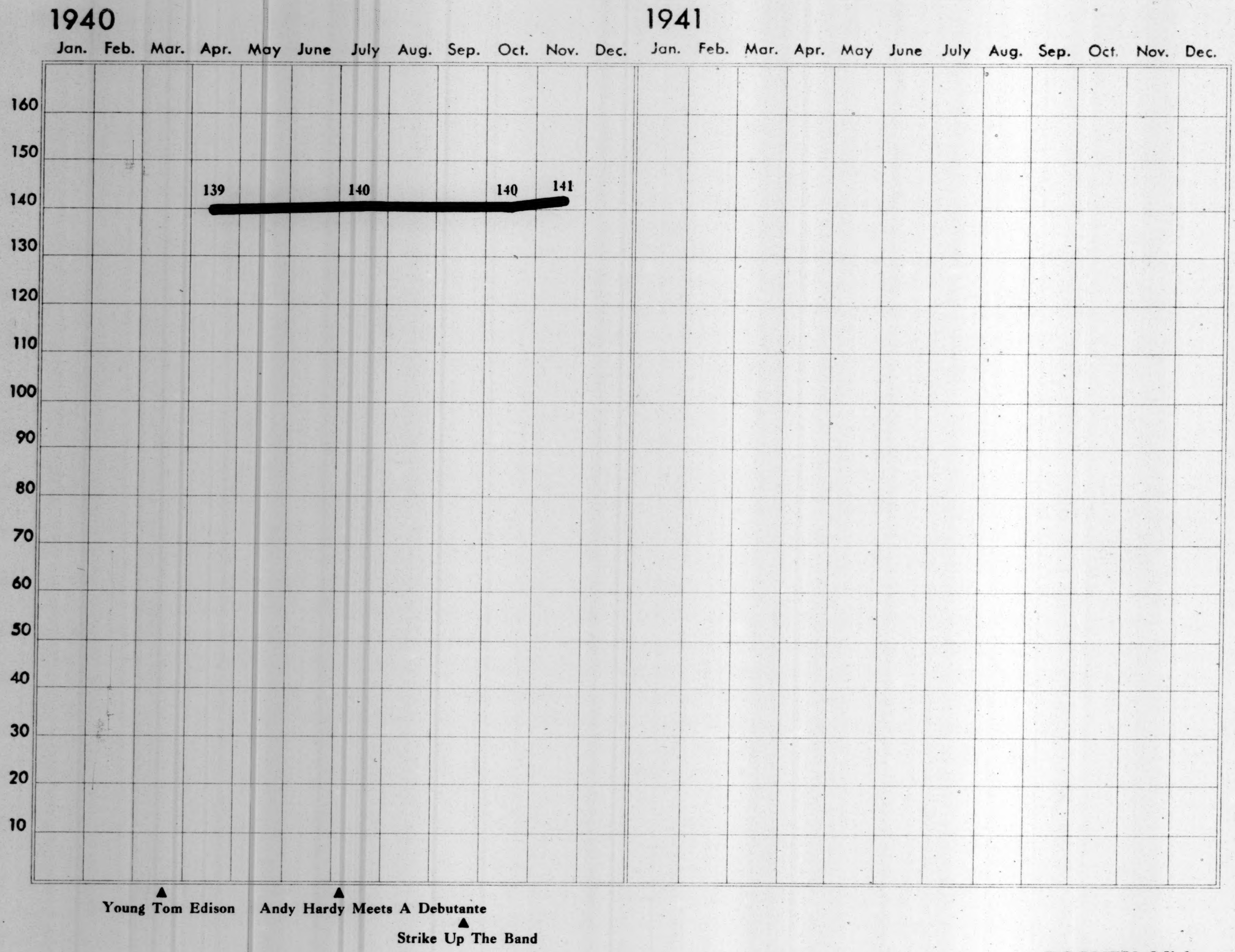


ROBINSON, Edw. G.



ROGERS, Ginger



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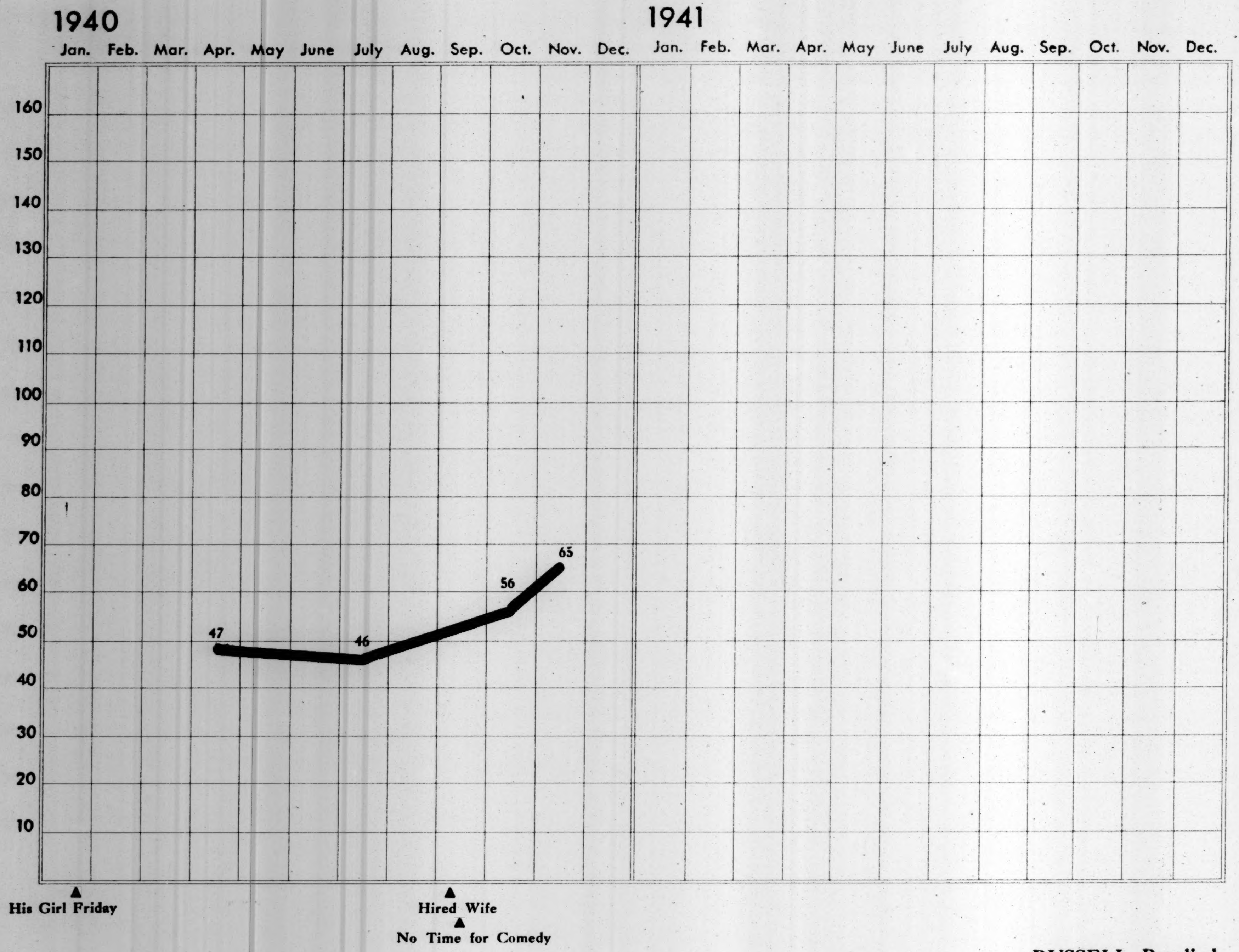

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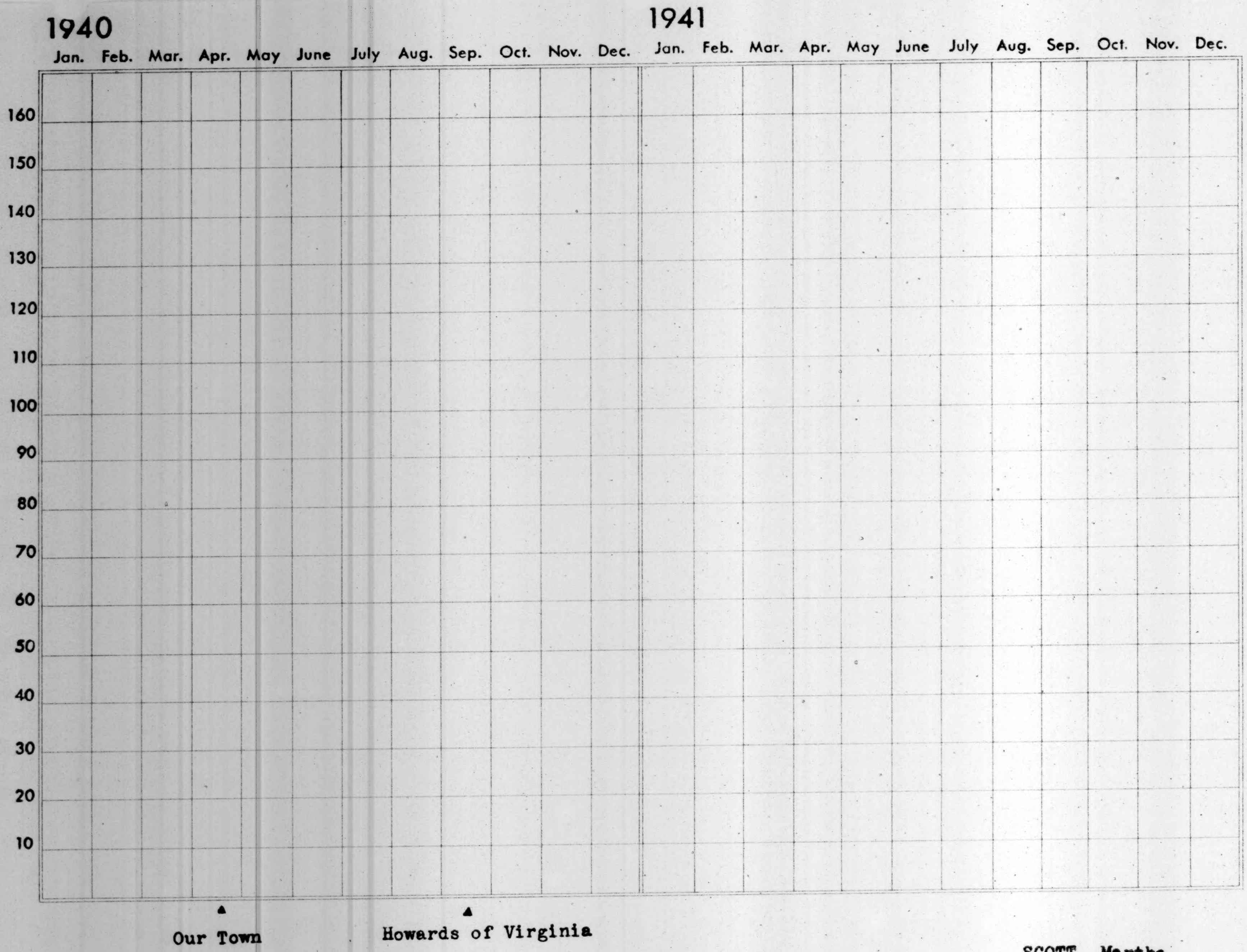
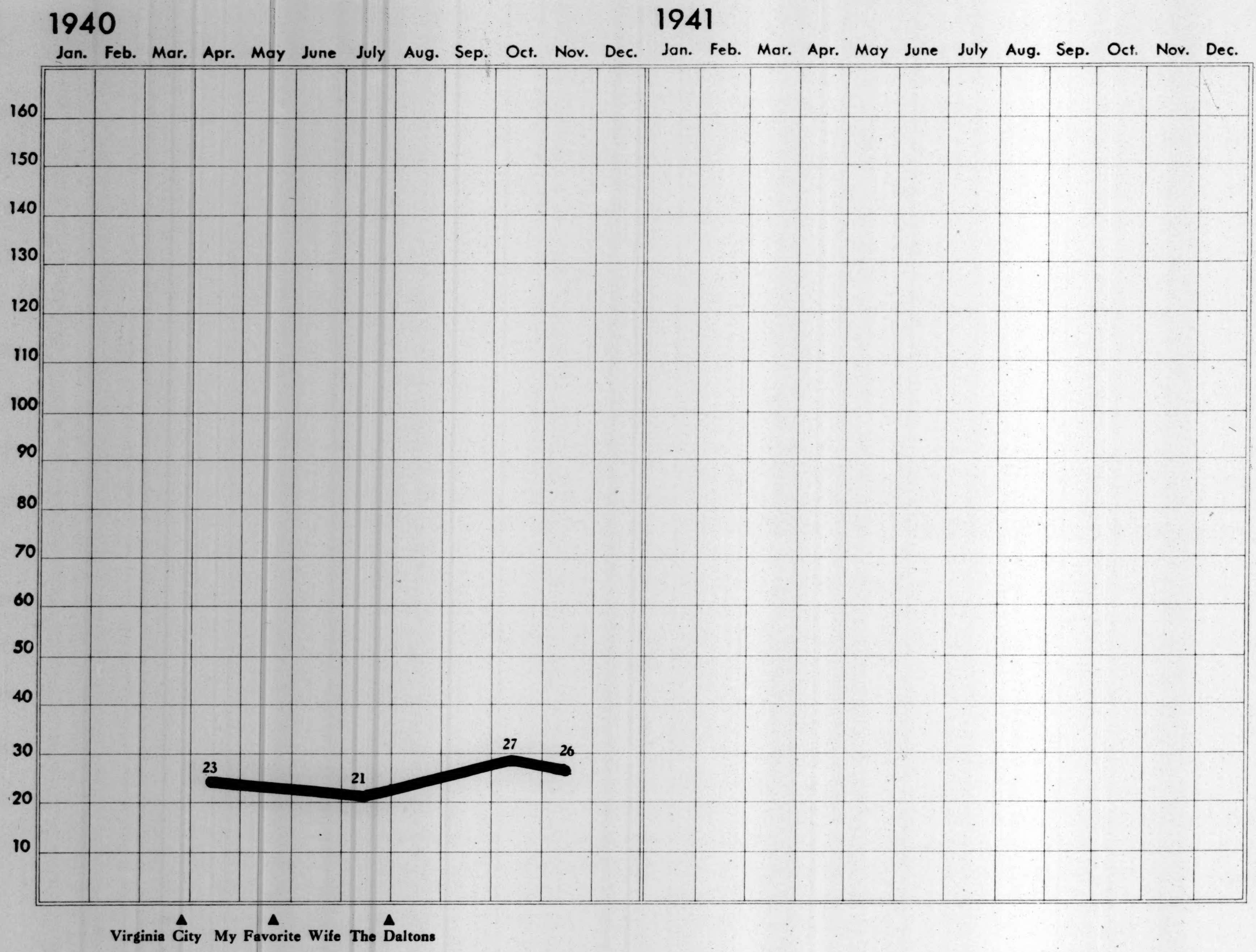


SCOTT, Martha



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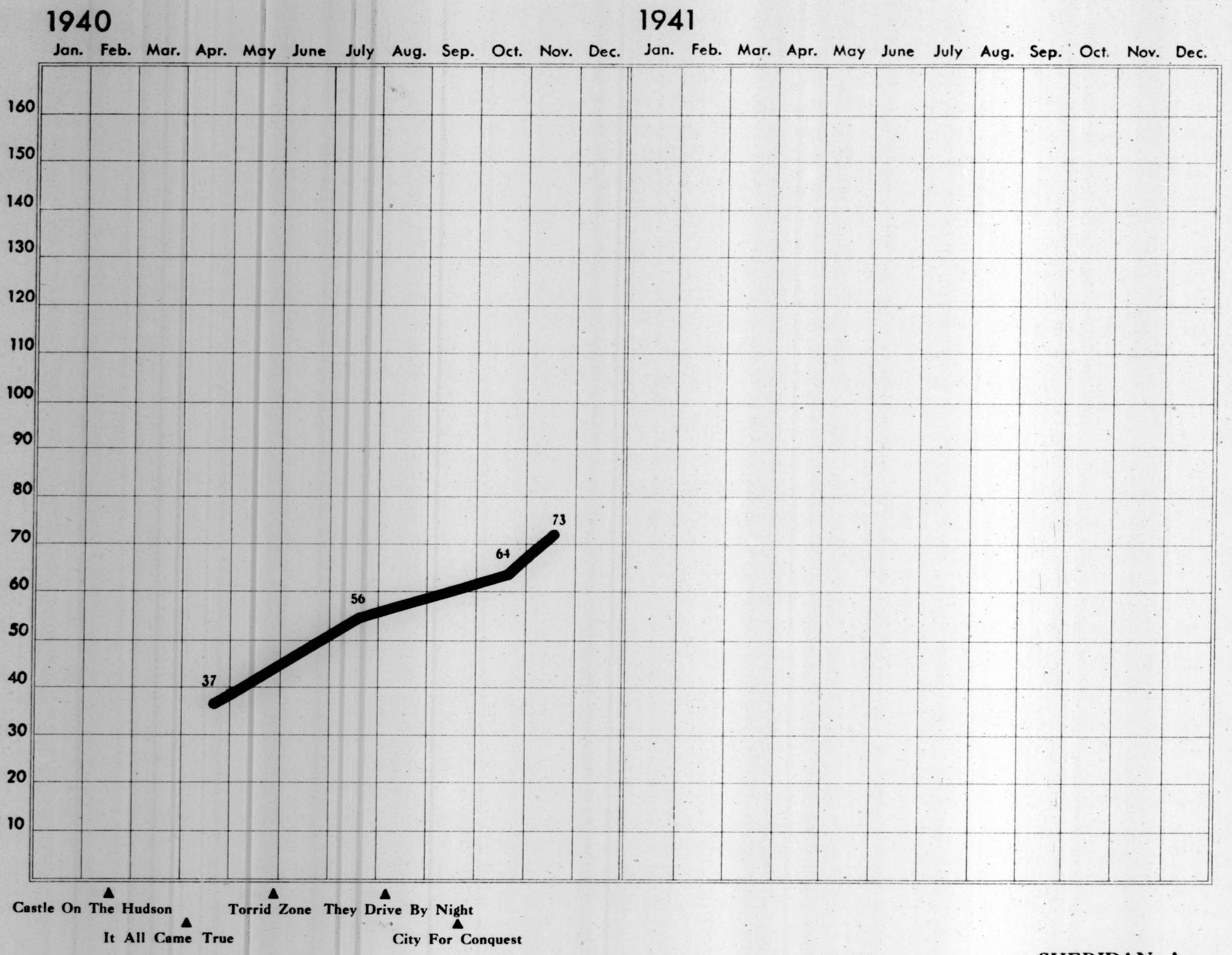

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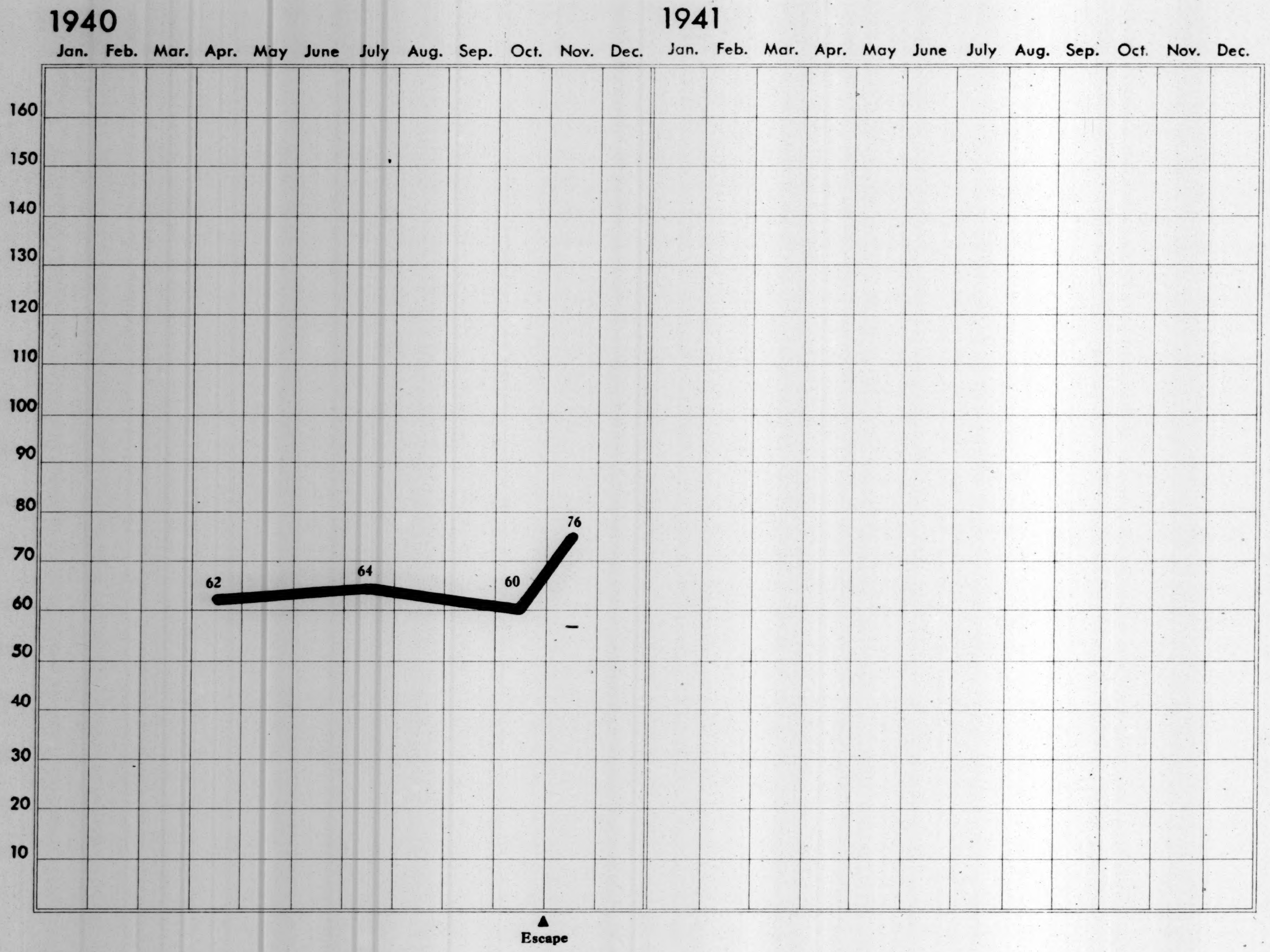
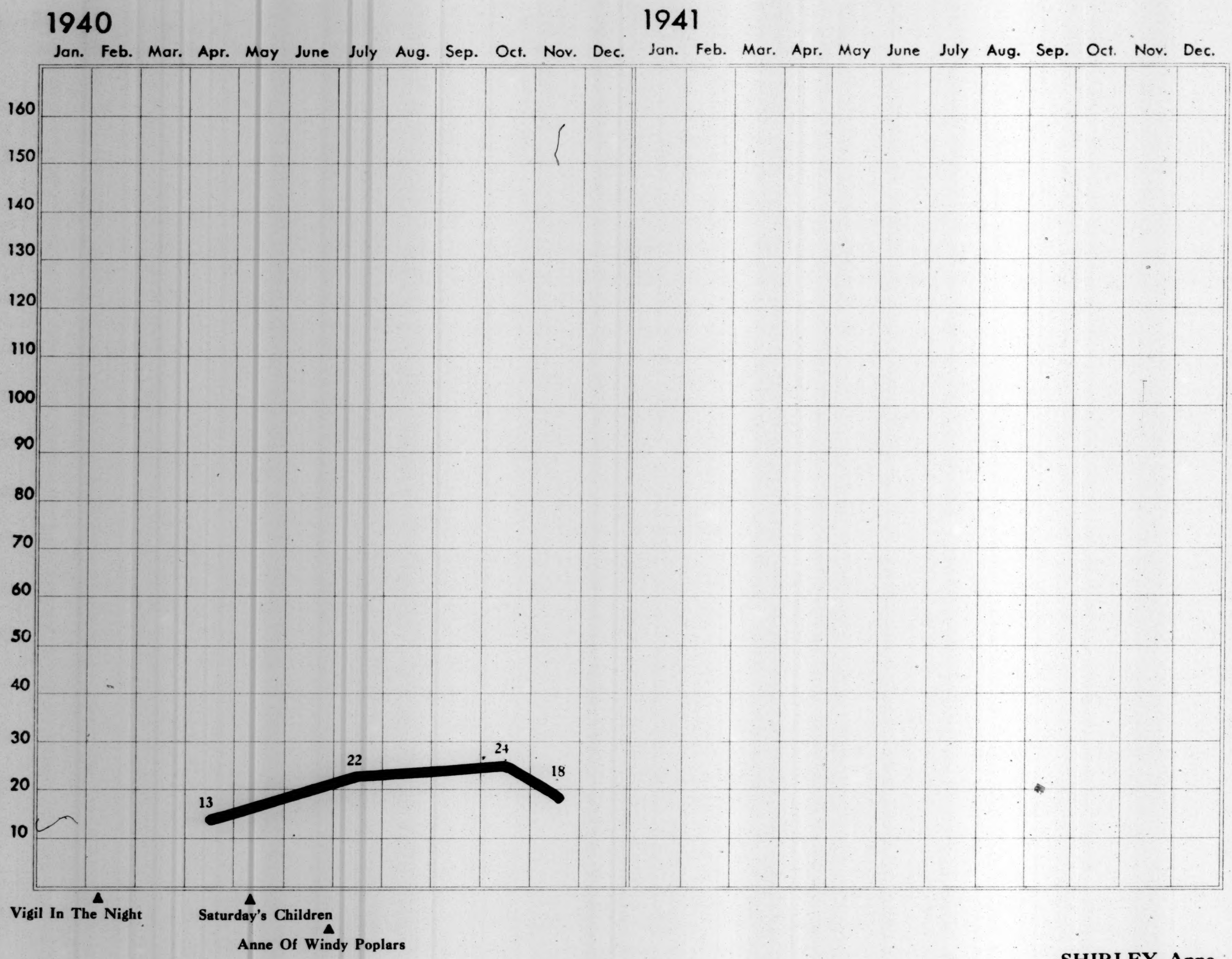
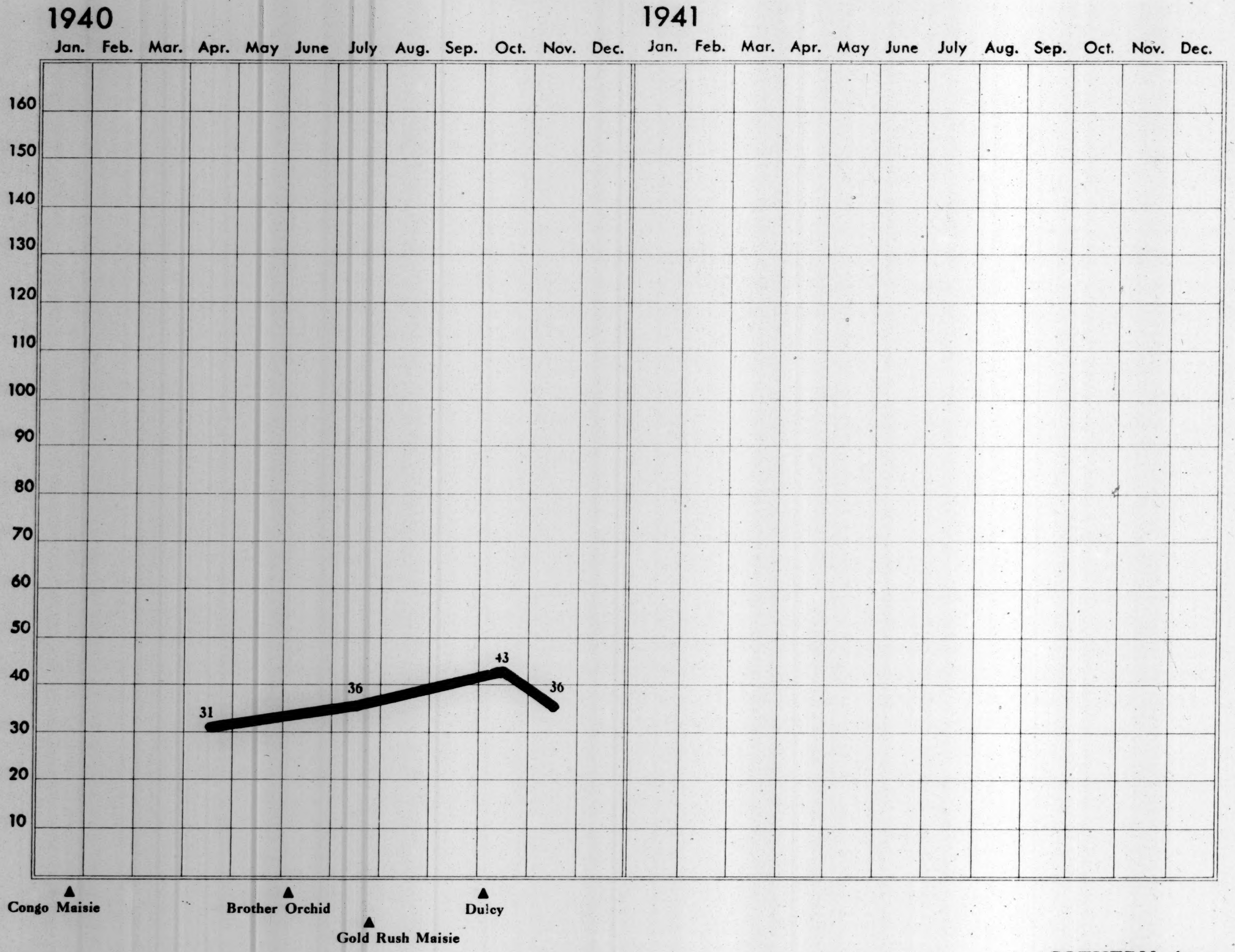


SHEARER, Norma



SHIRLEY, Anne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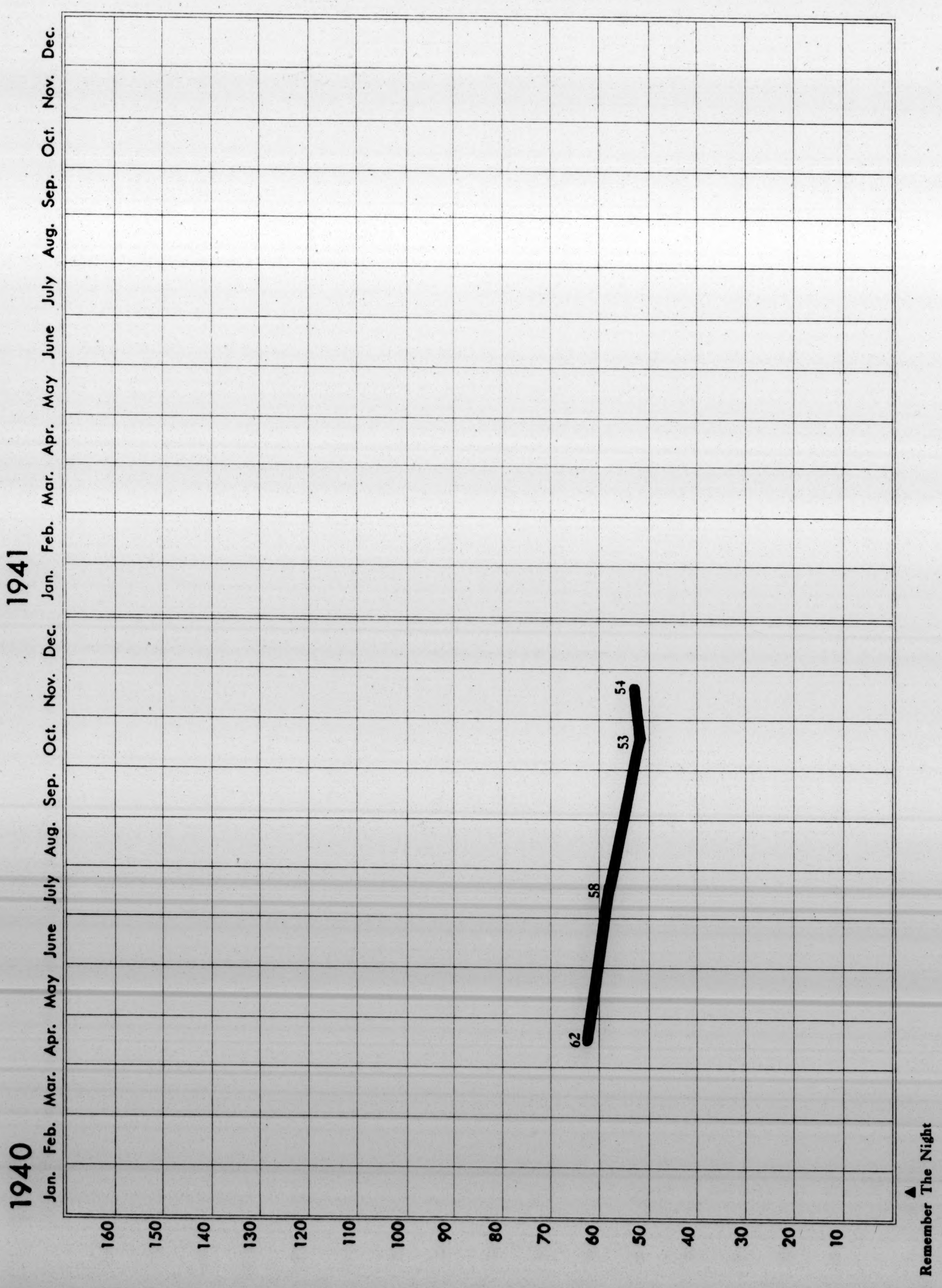
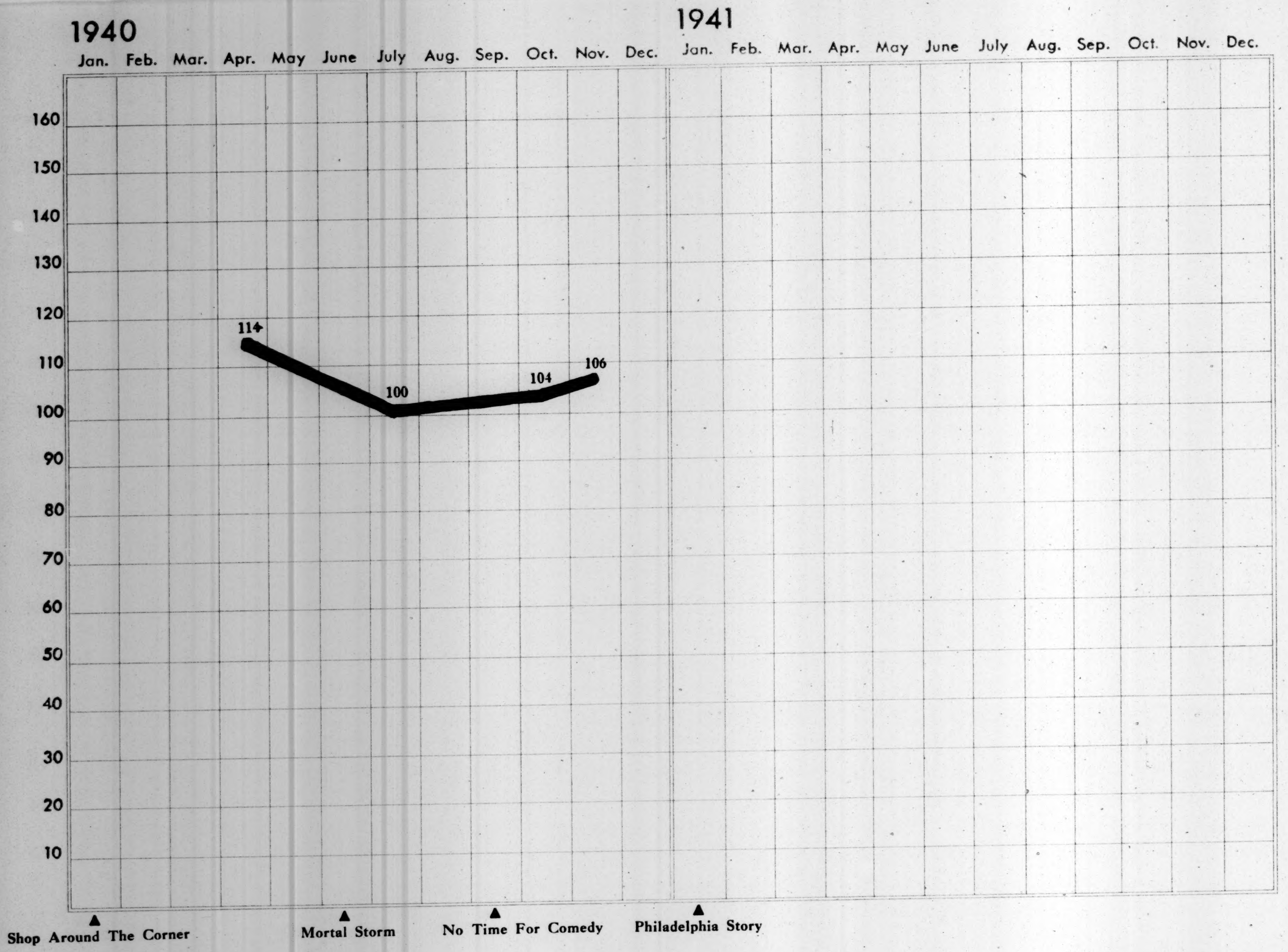
Congo Maisie
Brother Orchid
Gold Rush Maisie
Dulcy

SOTHERN, Ann

STANWYCK, Barbara





STEWART, James

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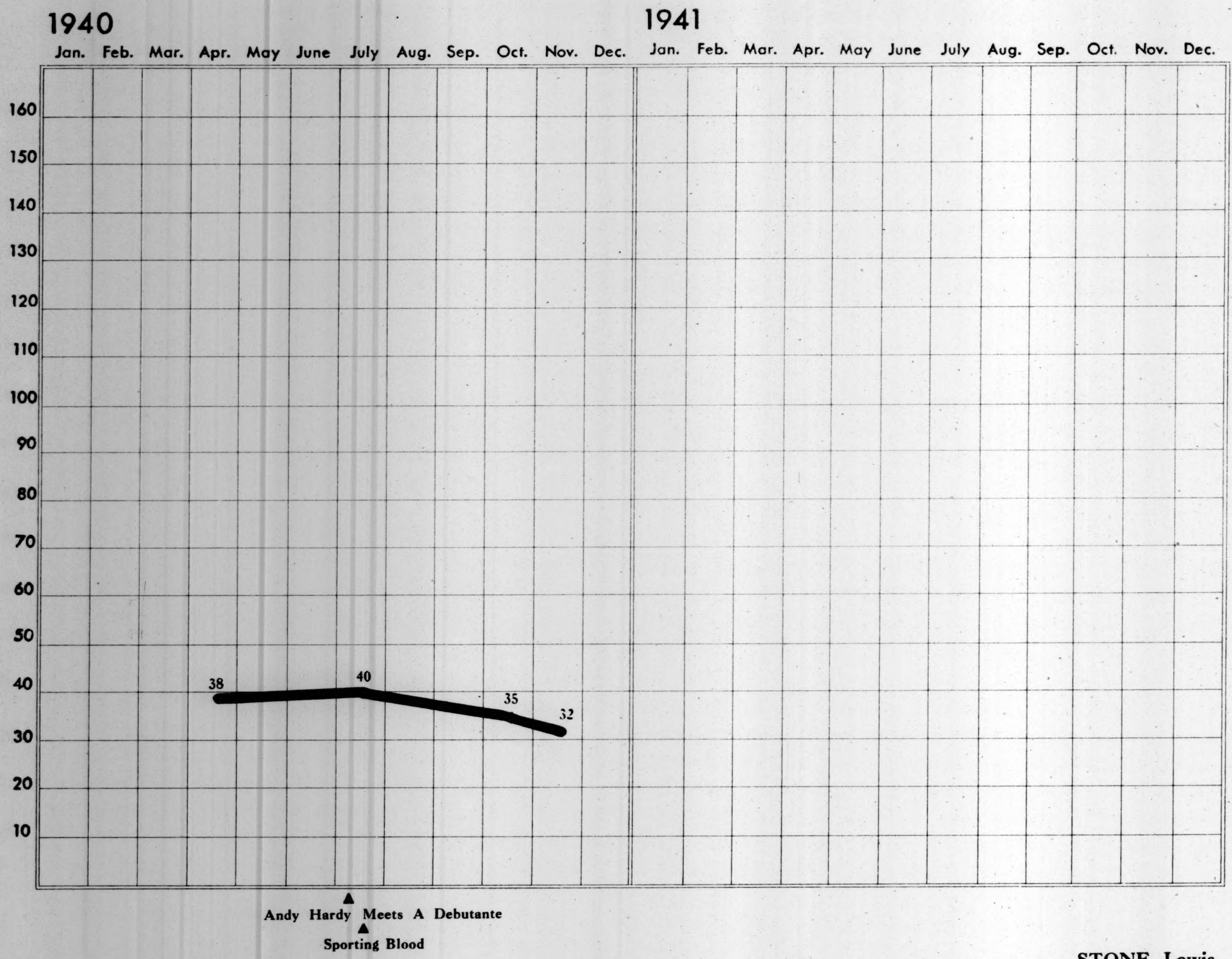1940
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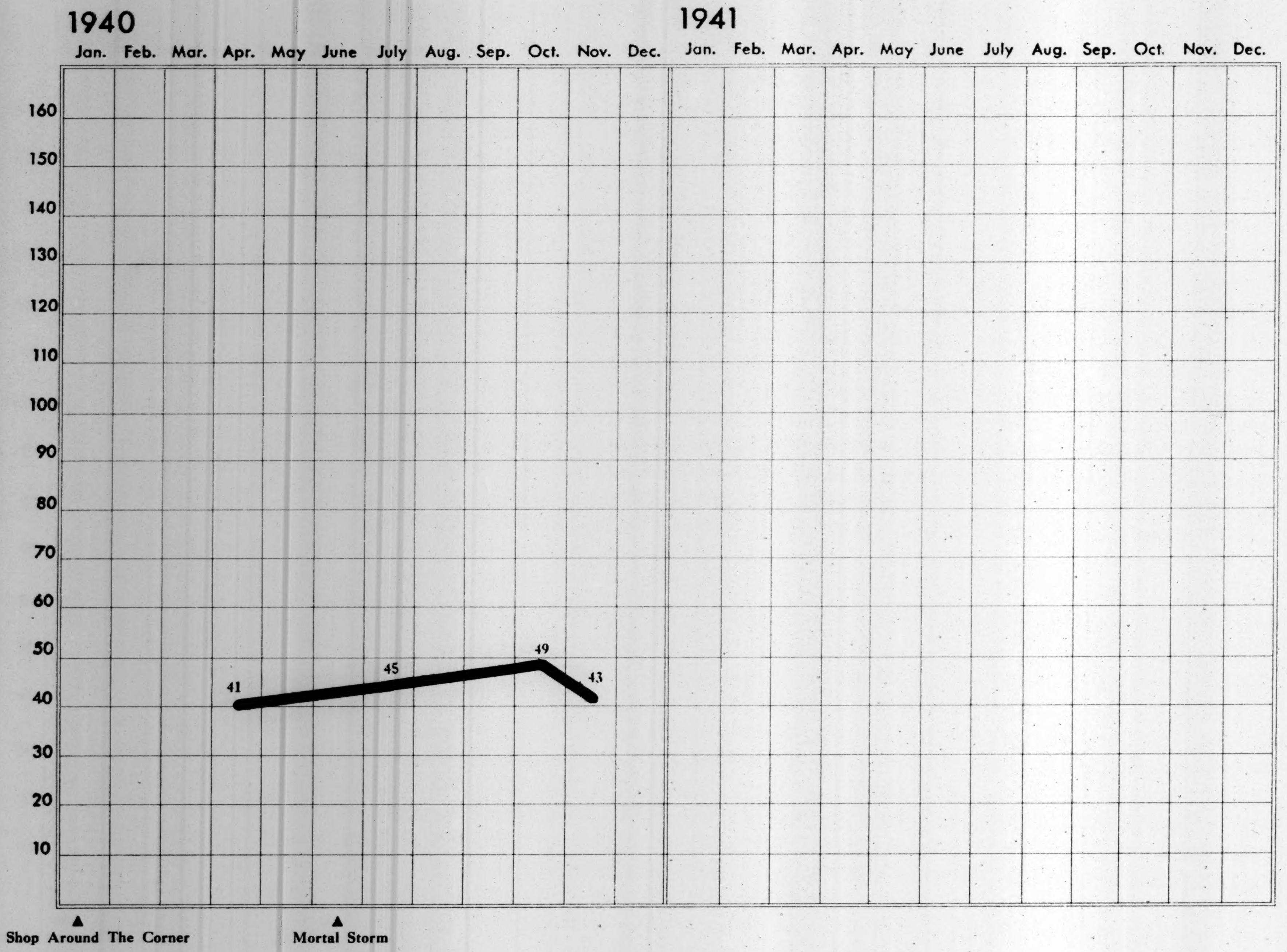
Andy Hardy Meets A Debutante
Sporting Blood

STONE, Lewis



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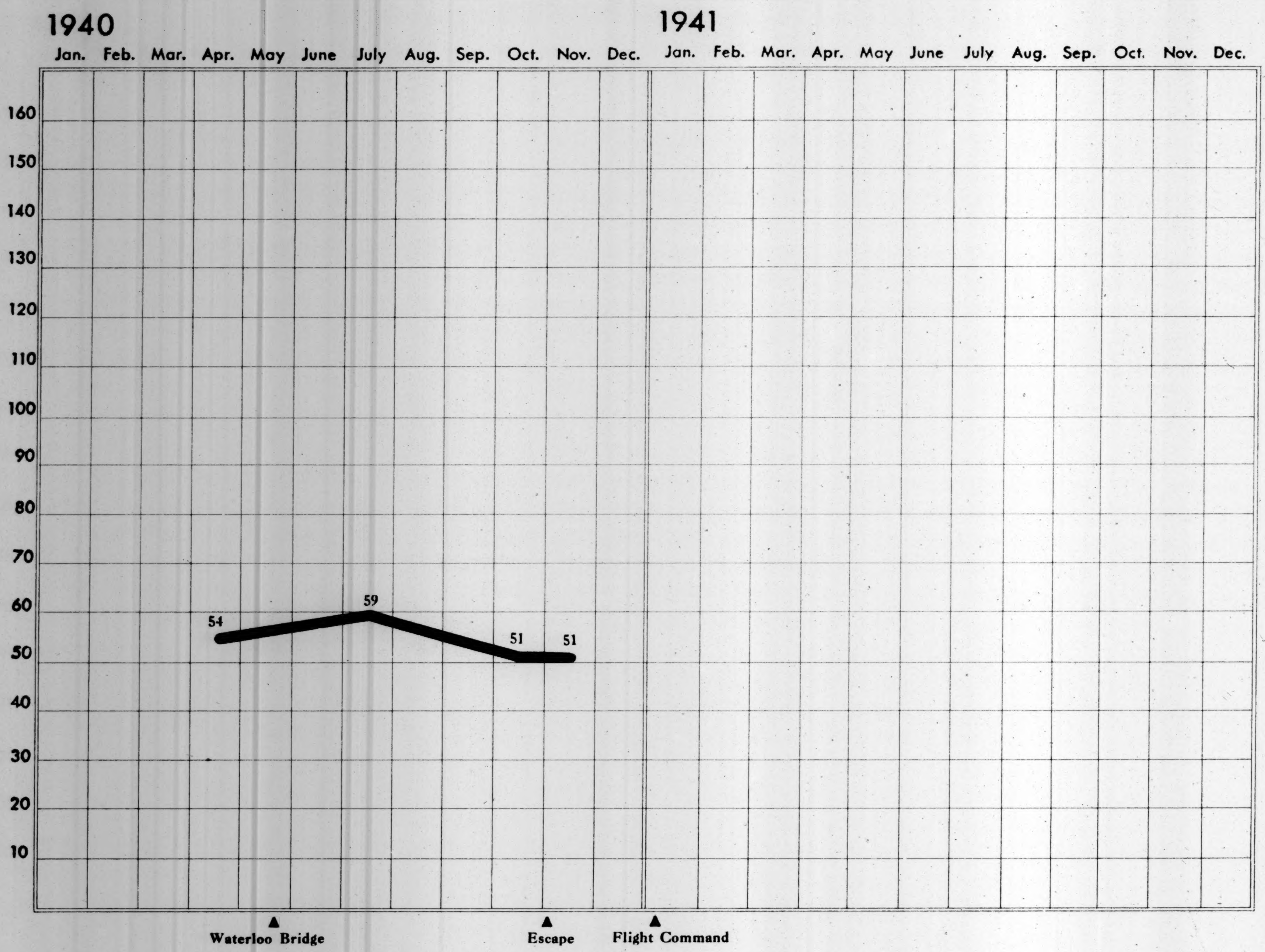
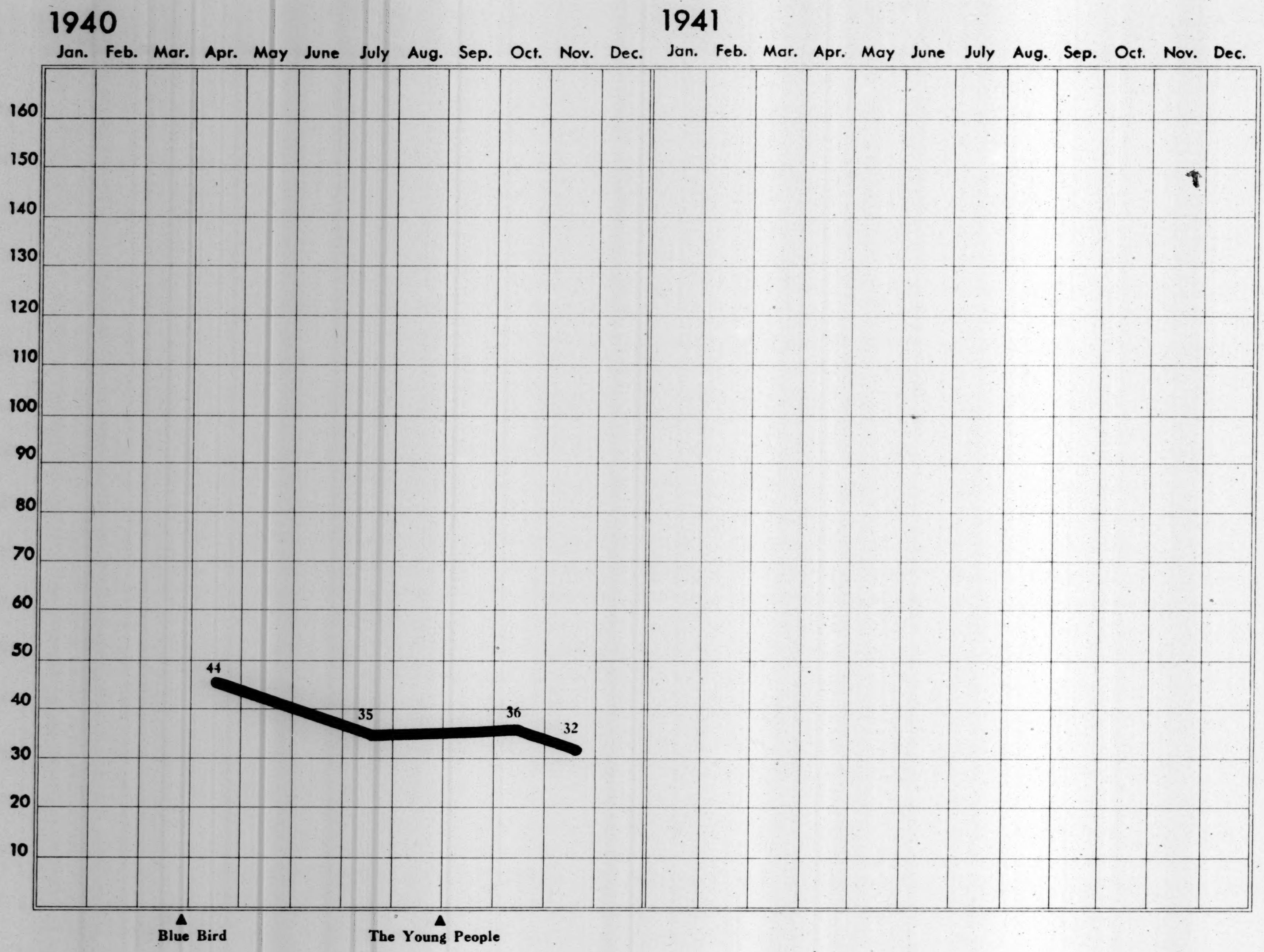
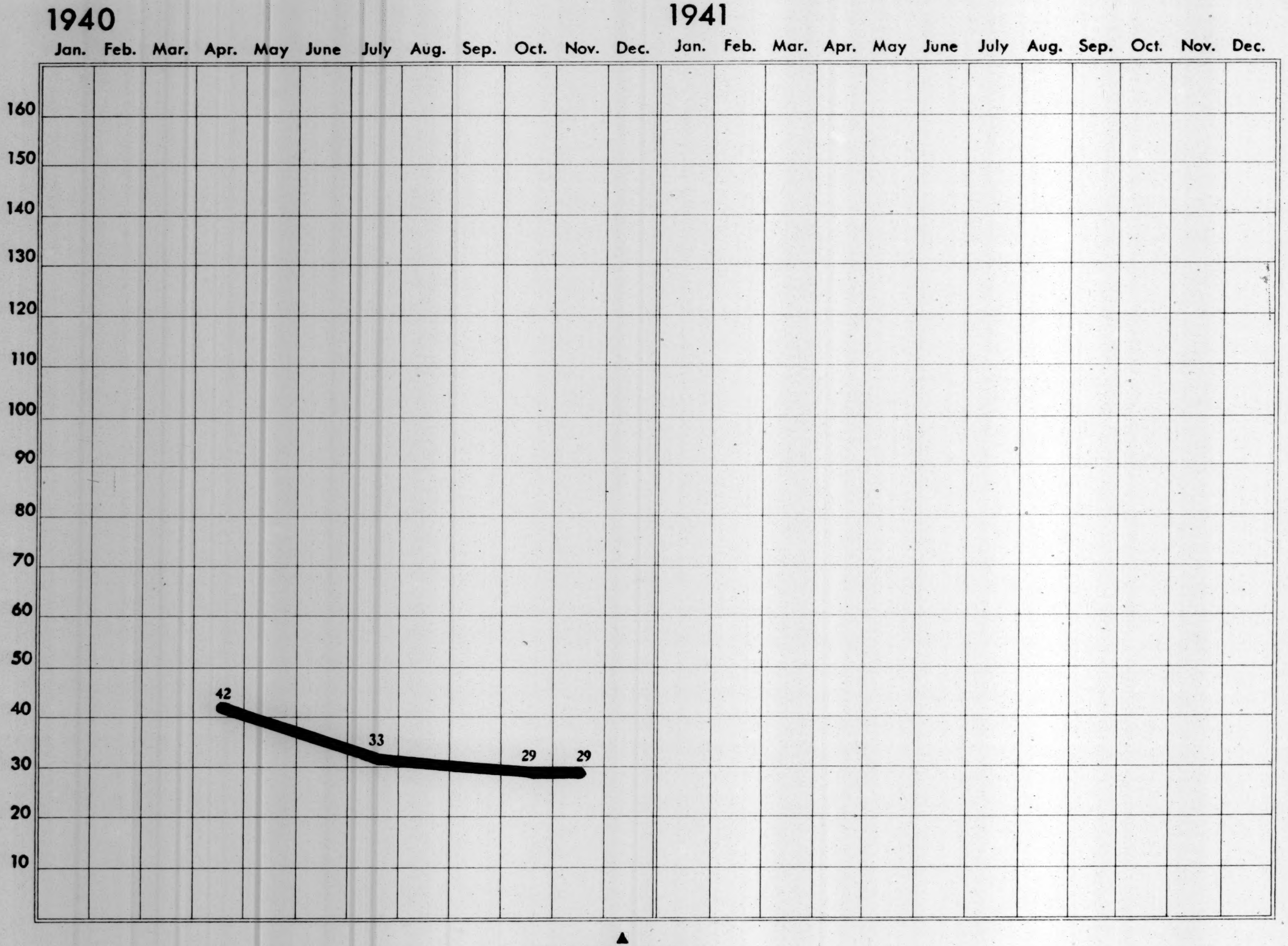


TAYLOR, Robert

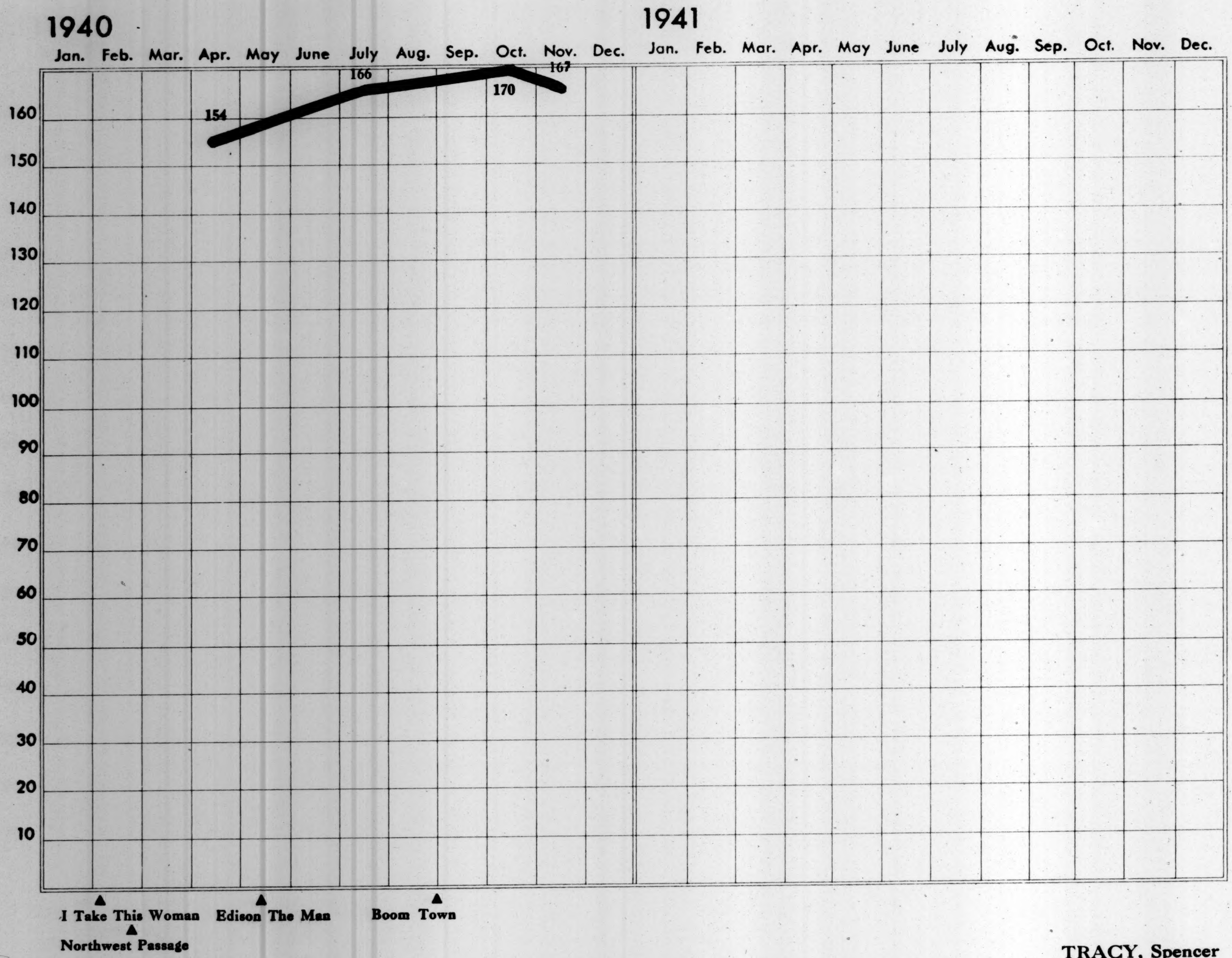


TEMPLE, Shirley

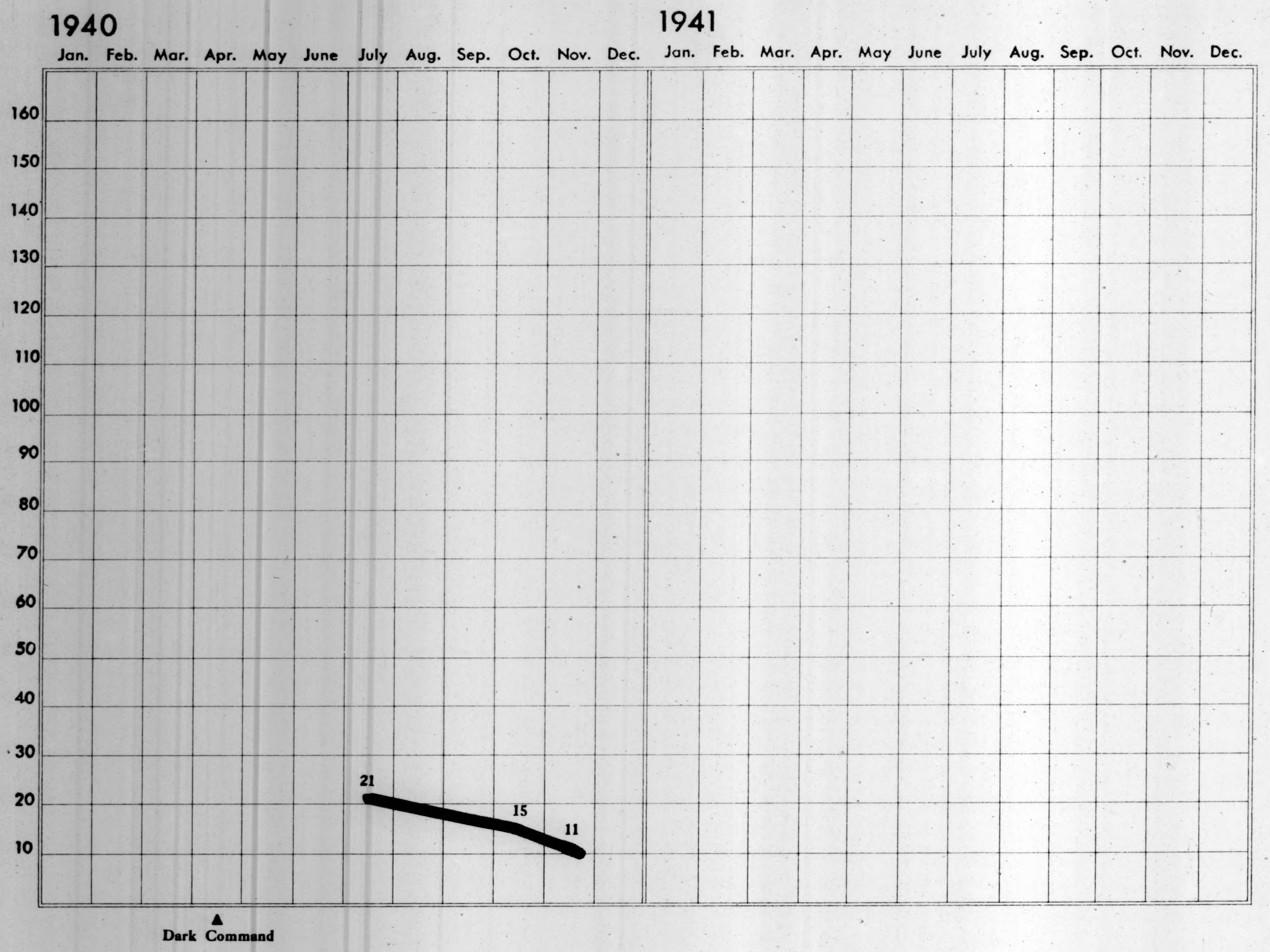


Trail Of The Vigilantes

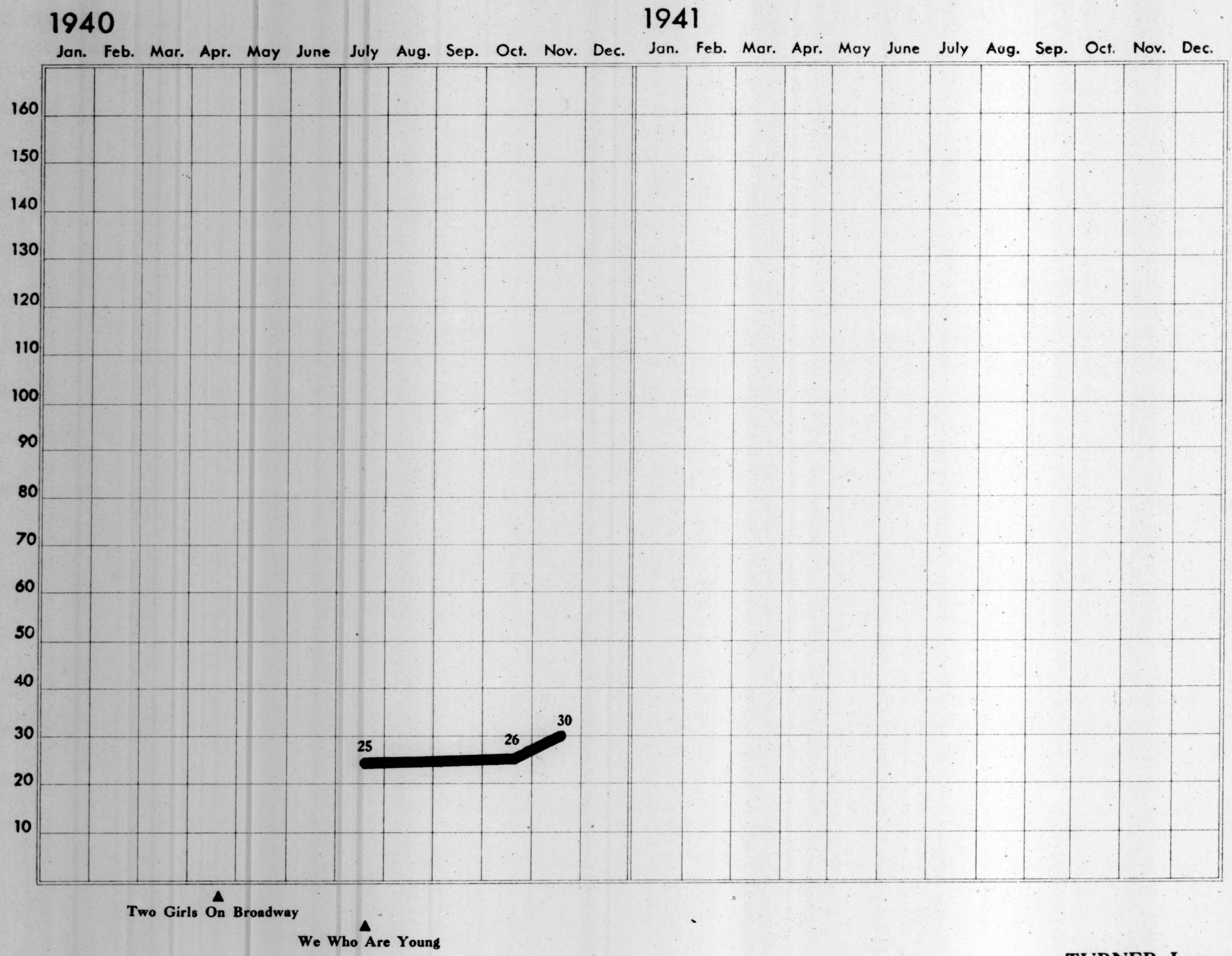
TONE, Franchot



TRACY, Spencer



TREVOR, Claire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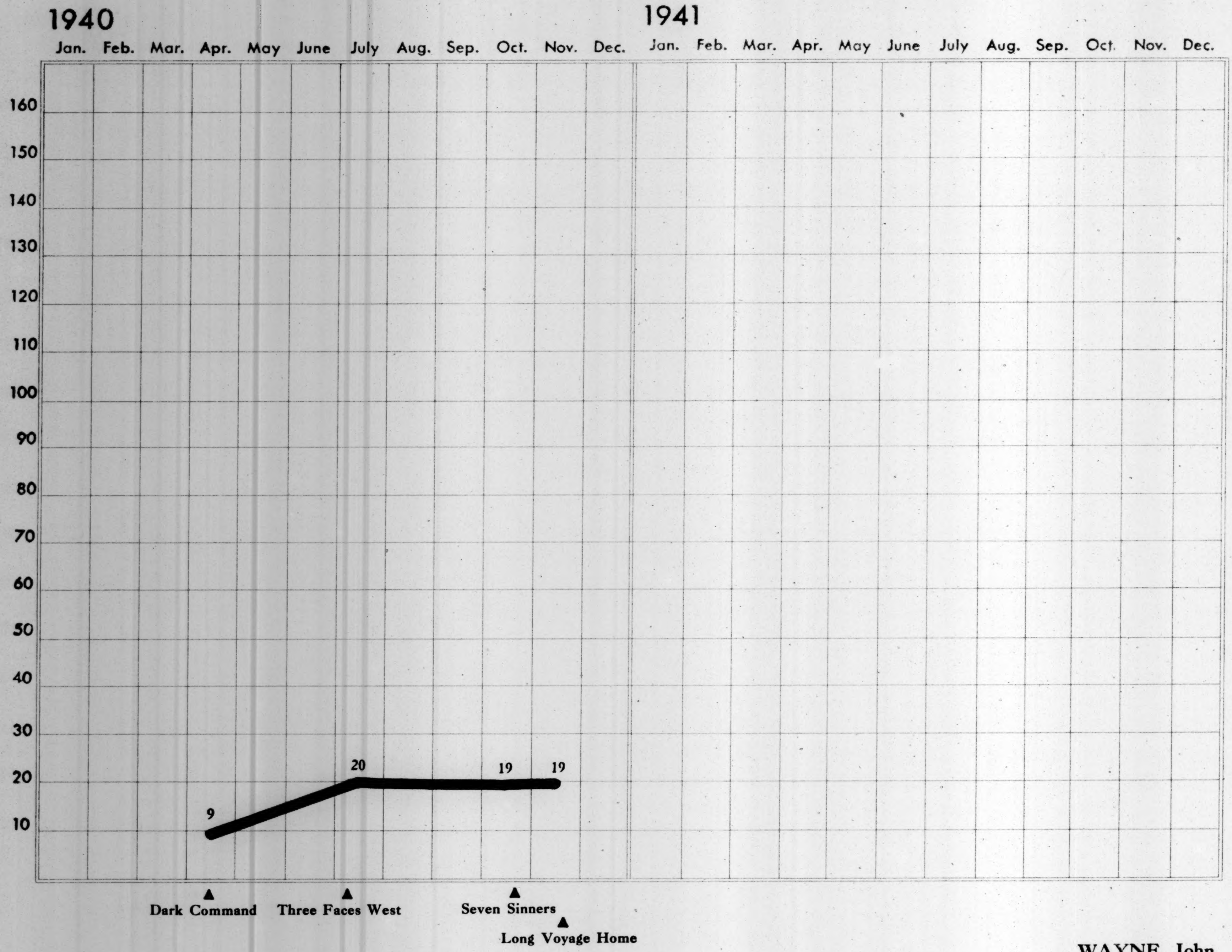
Two Girls On Broadway
We Who Are Young

TURNER, Lana

1940
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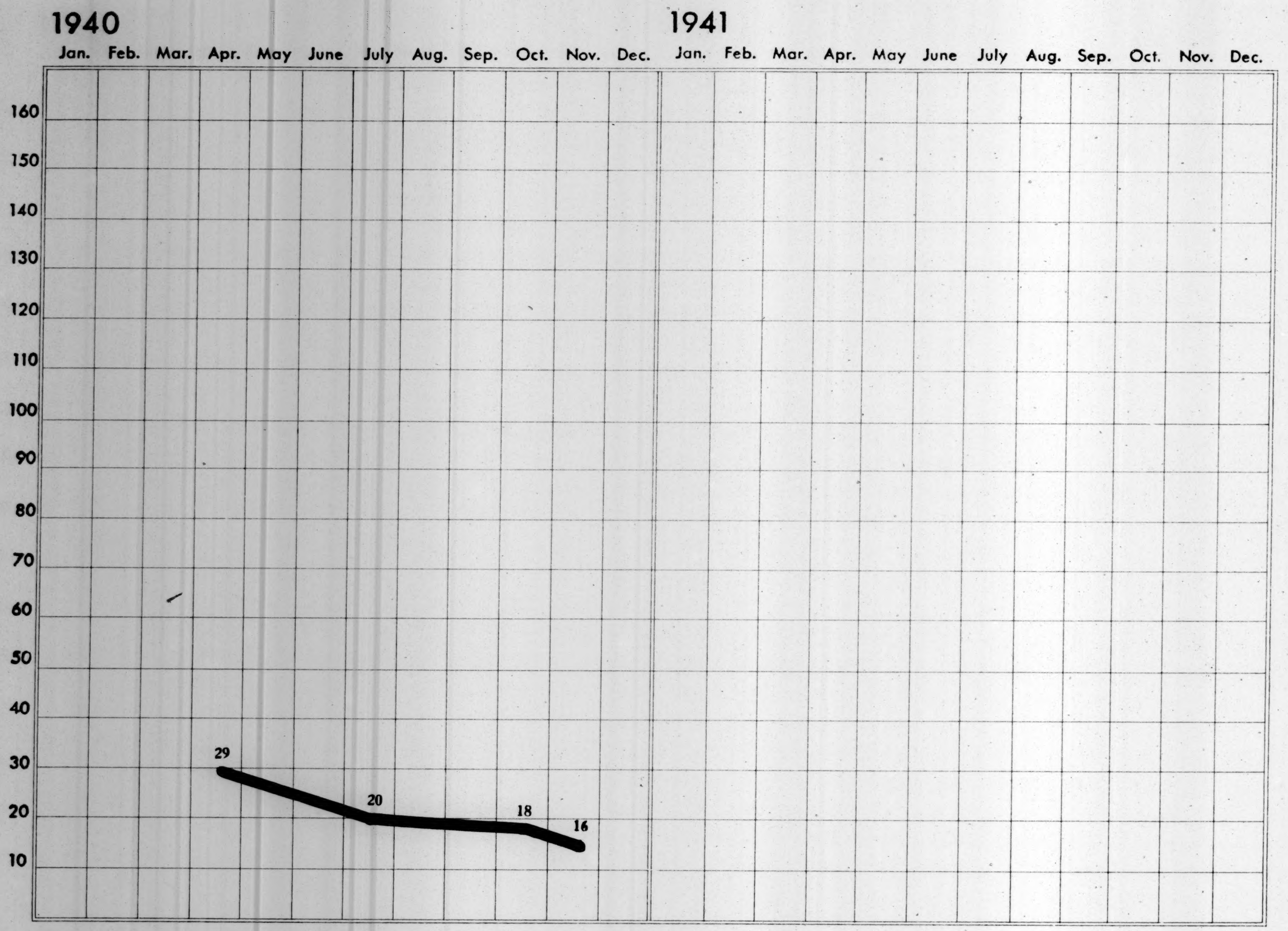
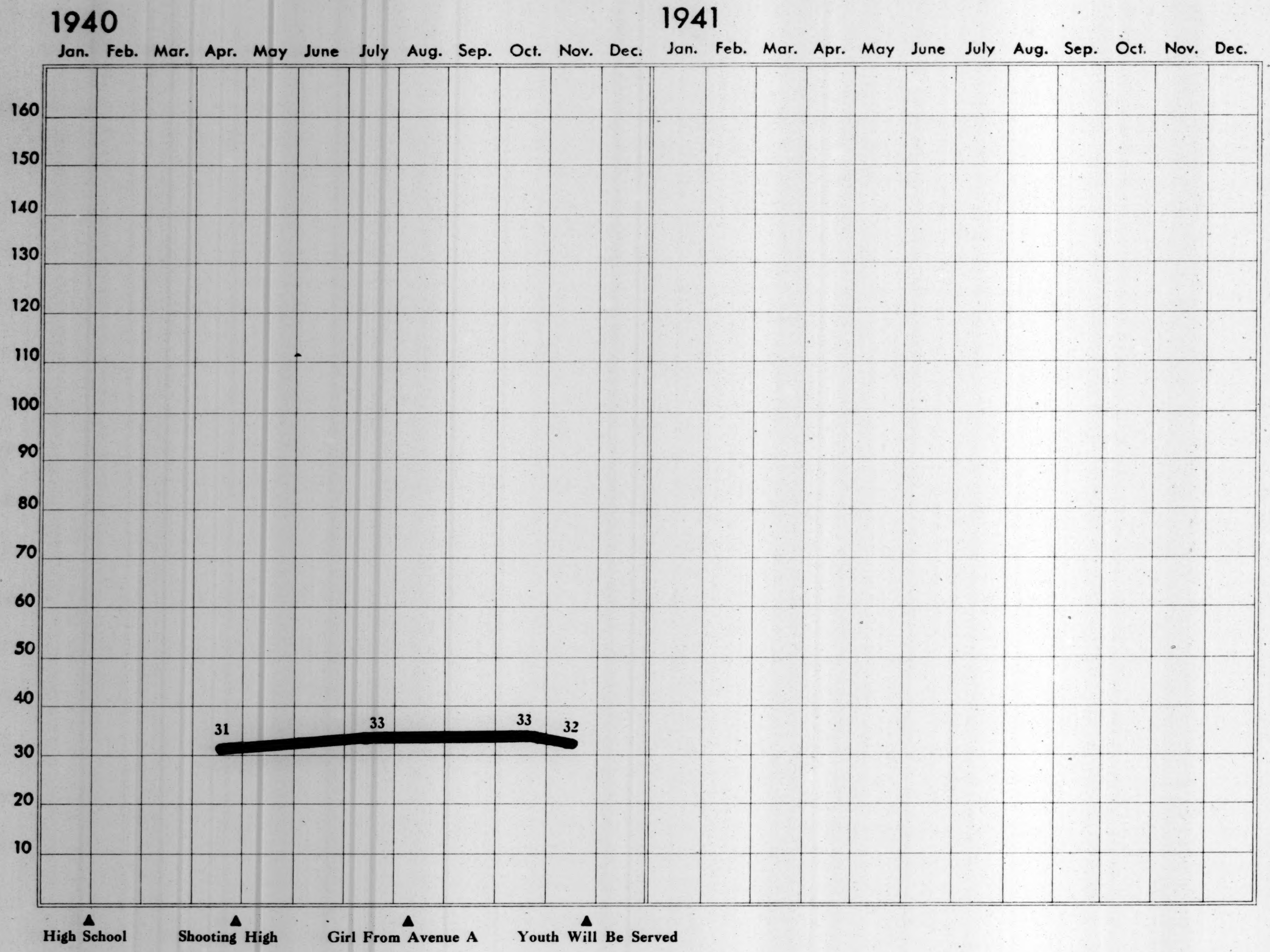
Dark Command
Three Faces West
Seven Sinners
Long Voyage Home

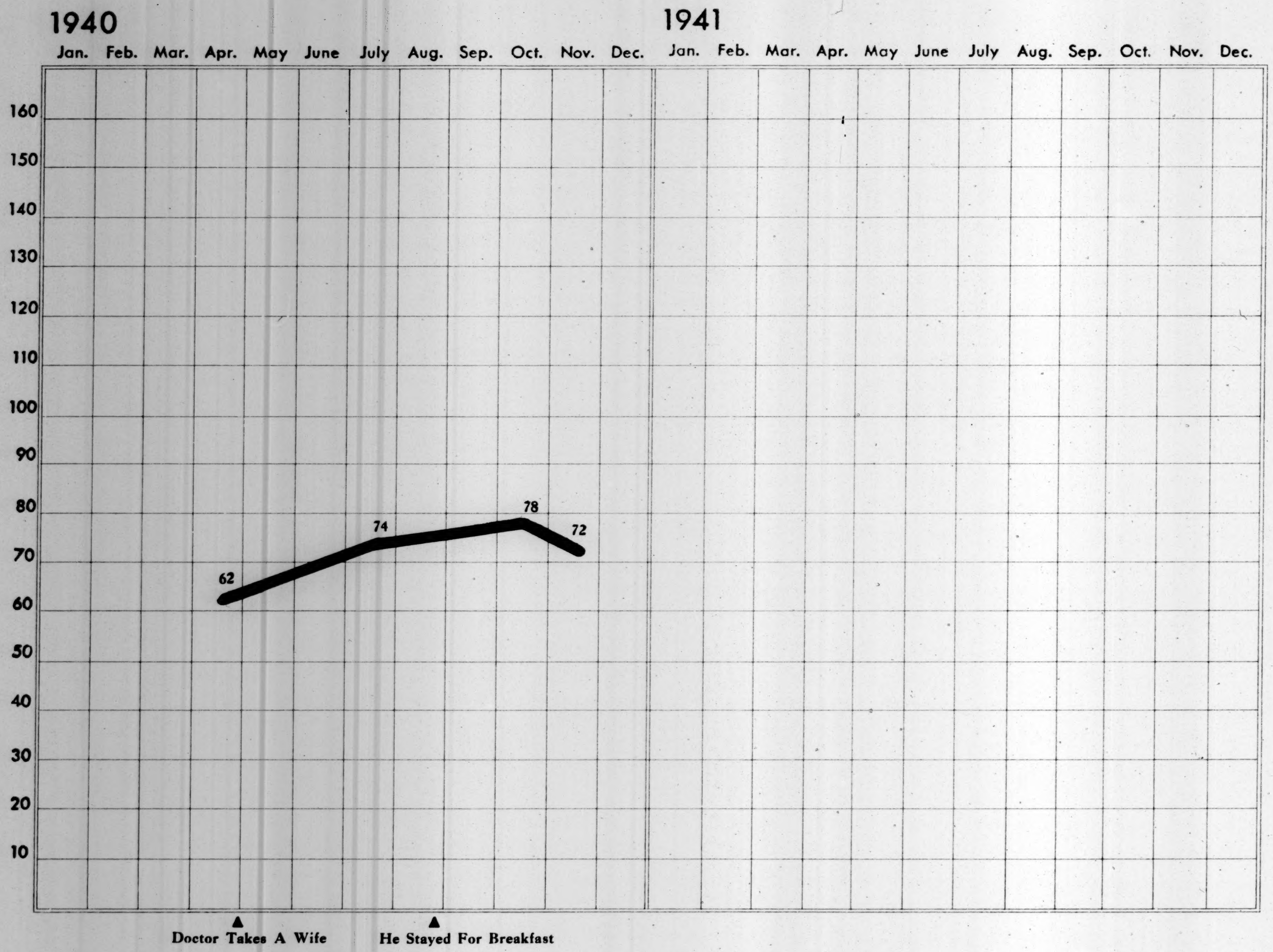
WAYNE, John



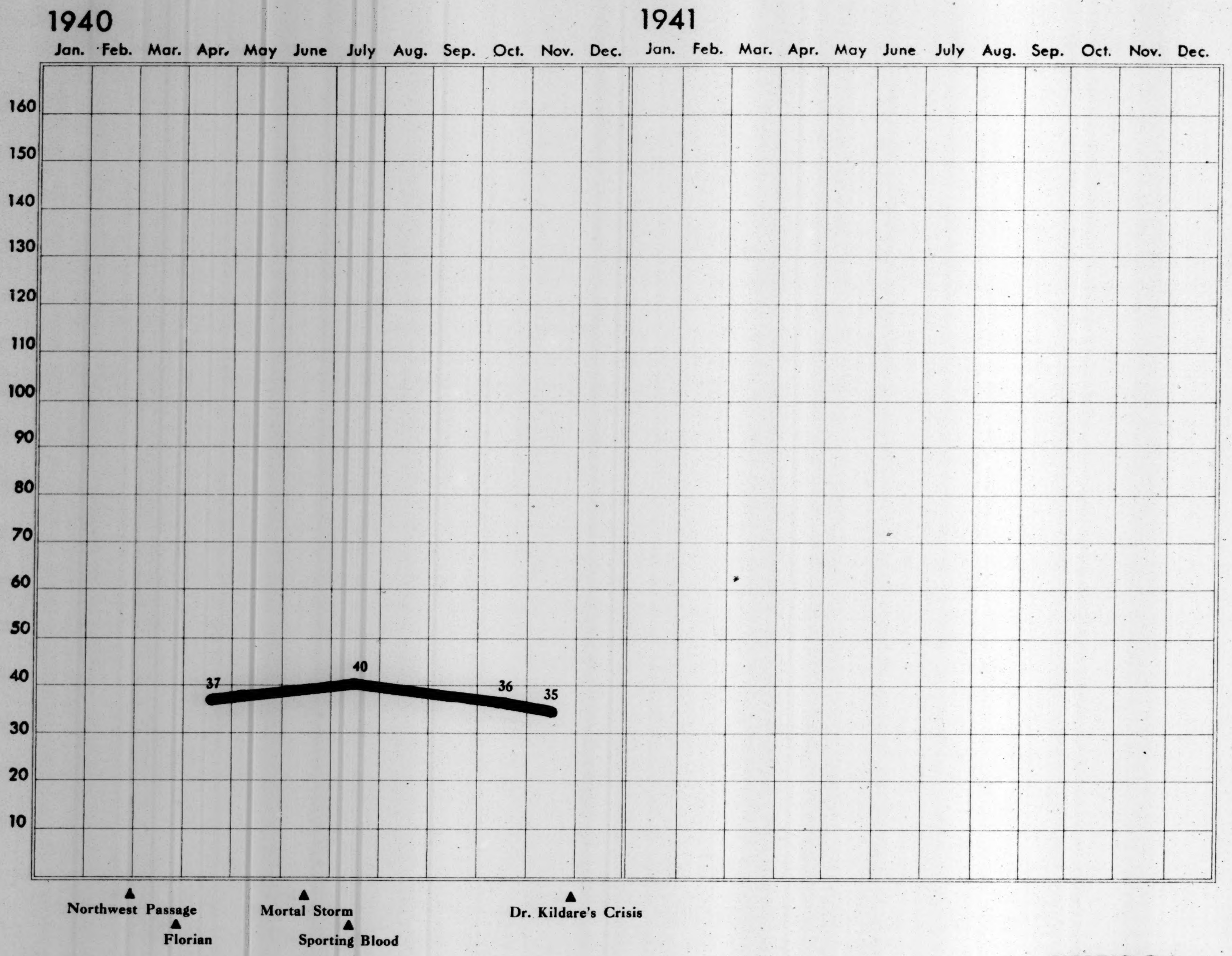
WELLES, Orson



WITHERS, Jane



YOUNG, Loretta



YOUNG, Robert